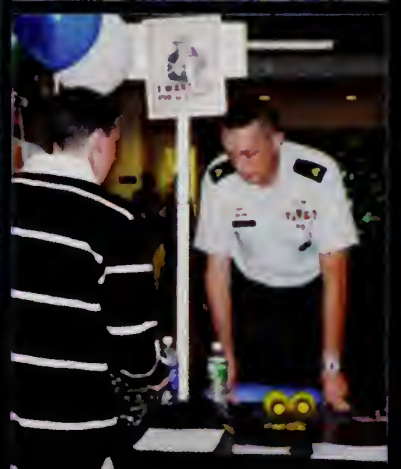


RECRUITER

United States Army Recruiting Command May 2003

Journal



RECRUITING
ON CAMPUS page 16

Recruiter

May 2003, Volume 55, Issue 5



The Recruiter Journal (ISSN 0747-573X) is authorized by AR 360-1 for members of the U.S. Army. Contents of this publication are not necessarily official views of, or endorsed by, the U.S. Government, Department of Defense, Department of the Army, or the U.S. Army Recruiting Command. It is published monthly using offset printing by the Public Affairs Office, U.S. Army Recruiting Command, ATTN: RCAPA-PA, Building 1307, Third Avenue, Fort Knox, KY 40121-2726; telephone DSN 536-0167, commercial (502) 626-0167, fax (502) 626-0924. E-mail address: RJJournal@usarec.army.mil. Printed circulation: 13,800.

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Deadline for submission of material is the first of the month prior to publication.

Periodicals postage paid at Fort Knox, Ky., and at additional mailing office.
POSTMASTER - Send address changes to:
Cdr, U.S. Army Recruiting Command
ATTN: RCAPA-PA (Recruiter Journal)
1307 Third Avenue
Fort Knox, KY 40121-2726

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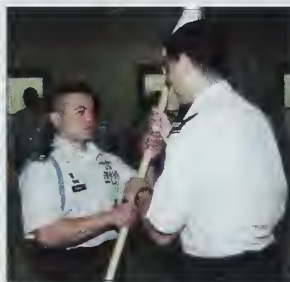
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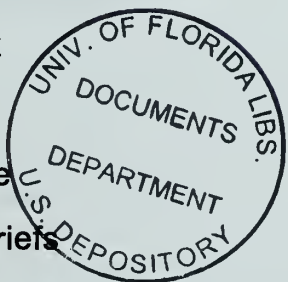


May is Asian Pacific American Heritage Month

Journal

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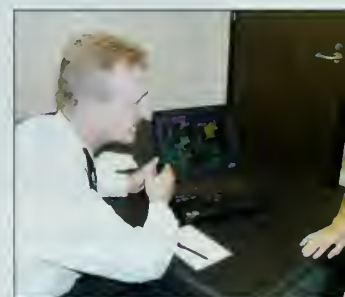


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Students are individuals with perceptions about the Army developed from interaction with parents, friends, teachers, television, movies, etc. Your job as a recruiter is to interact with them and present the reality of military service as a resource to help them meet their goals.



18 "America's Army" Game

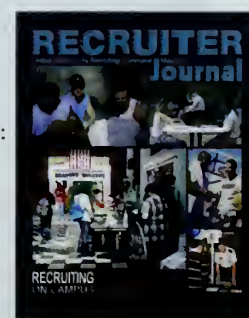
In the year since "America's Army" debuted, it has become an online phenomenon and is currently one of the five most popular PC action games being played online.



20 Recognizing the Signs of Suicide

Suicide is a foreign concept to the healthy mind. It is our responsibility to help our soldiers and civilians understand how to identify at-risk individuals, recognize warning signs, and know how to take direct action.

Front cover:
Recruiters
on college
campuses
talking to
students.



USAREC Team Can Stand Proud

As I write this column in mid-April, the American people, and indeed the entire world, have had a chance to see the quality of young men and women who voluntarily raise their right hands and willingly place their lives at risk for freedom, security, and democratic values.

Americans see clearly that the faces of the Army are the faces of Hometown, USA. These bright young men and women had many other options, yet they chose service above self. They chose service in the greatest Army on the face of the Earth. Whether serving in the Active Component or the U.S. Army Reserve, they walked through the door of a recruiting station into the Army. Their first handshake with the Army was with an Army Recruiter. The USAREC team should stand tall and stand proud over our role in the magnificent performance of the Army team during Operation Iraqi Freedom.

“Indeed, the entire world has had a chance to see the quality of young men and women who voluntarily raise their right hands and willingly place their lives at risk for freedom, security, and democratic values.”

— MG Michael Rochelle



MG Michael D. Rochelle

America's Army relies upon the Recruiting Command to provide the strength – the right number, in the right skill (MOS), at the right time to the training base. We have demonstrated over the past three years that we can accomplish that mission with pinpoint accuracy, and USAREC will again demonstrate our unique capabilities in FY 03.

We will achieve our active Army accession mission earlier this year than last, and with even greater MOS precision. I can't tell you the exact date, but I am confident it will be well in advance of the end of the fiscal year. I congratulate each of you in advance for your achievements so far. Our Army is counting on you to stay the course with sound application of recruiting basics – innovative prospecting in the quality graduate market, and solid DEP leadership.

On the USAR side, we are projecting to achieve the RSM April accession mission and make up a small year-to-date shortfall, as we move forward in the 3d quarter to end of year mission achievement. Operation USAR Spring Break to Success provides the right mission focus and incentive plan to ensure the Army's success. Let's Make it Happen, Team!

My final note for this edition of the Recruiter Journal is a personal salute to my Battle Buddy, Command Sergeant Major Roger Leturno. We will conduct the USAREC CSM Change of Responsibility Ceremony and Retirement Ceremony in honor of CSM Leturno on May 9, 2003, at the flagpole in front of the USAREC Headquarters at retreat. What a fitting tribute to the solid rock of USAREC. CSM Leturno has held not only the Army's manpower needs upper most in his mind for the past five years, but the effectiveness, well-being, and professional development of USAREC Soldiers (cadre as well as detailed). I am going to miss my number one Battle Buddy!

We Can Survive Failure

When asked what kept her going in a race no matter how much her legs hurt or her lungs burned, a high school cross country runner answered immediately, "The fear that I'll finish last."

In life, as in sports, the notion that failure may be gaining on us keeps many of us on the run. Indeed, the fear that we may stumble is a universal emotion. Who among us has not felt real anxiety at the thought of failing a class, being passed over for promotion, rolling a donut, or ending a relationship at the other person's request?

Sometimes, the grip of fear becomes so intense that it paralyzes, making it difficult for us to do all the things we need and want to do. And yet, life being what it is we are all bound to fail at one time or another.

One young woman recalls her disastrous first and only year of teaching high school English. No matter how many hours she prepared, class did not go well. She felt stiff and wooden as she taught and knew she was fading rapidly in front of teenage students who daily grew more unruly. The only thing that kept her going was the hope that her work would eventually pay off and things would settle down. By spring, however, she had not managed to turn the experience around.

Her worst nightmare had come true. She was a failure at something she had wanted to do. She was a failure even though she had tried hard.

The months that followed her decision to find another line of work were filled with difficult, bitter moments. Yet, during that period, the young woman discovered she was far more resilient than she'd ever dreamed. While things were rough sometimes, she was learning a lot of good things about herself and that she was just fine. Now, looking back, the young woman says the great lesson she learned is not that she should avoid failure at all costs, but that we can survive failure.

There is an inherent resilience deeply rooted in each of our spirits which can help us make a comeback — a slow, painful one, perhaps not always of our own choosing — but a comeback still the same. Indeed, resilience is the special gift of all living things — the force that makes plants seek the sun after a damaging storm. It is as though the psalmist's words are



Chaplain (LTC) Jim Stephen

written on our souls: "Weeping may endure for a night, but joy cometh in the morning."

Please send your comments to James.Stephen@usarec.army.mil.

Resilience is the special gift of all living things — the force that makes plants seek the sun after a damaging storm.

Defense Management Data Center Leads

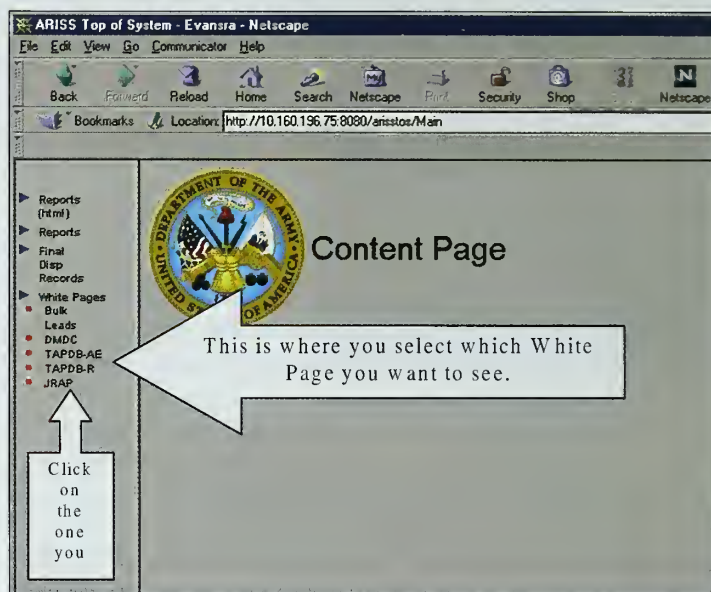
By SGM Nobel Tackett, USAREC G3

The Defense Management Data Center is located in Monterey, Calif., and provides electronic leads to USAREC headquarters quarterly. The leads include all prior service Army soldiers without a military service obligation. These leads also include all Air Force, Coast Guard, and Navy personnel separated from active duty regardless of MSO.

ARISS is still the distribution means for these leads. However, there has been a change in distribution, as these leads are no longer sent directly to the recruiter's laptop. The leads are processed and held at the Top of the System and maintained under a menu titled the "White Pages." By accessing the White Pages, the recruiter or station commander can access, review, and tag records for downloading to their laptops. Since the leads are maintained by recruiting station ZIP code, only leads for the station can be accessed. There are currently 188,976 DMDC leads being maintained at the TOS for recruiter access.

The company leadership team has no visibility of the DMDC leads until the recruiter or station commander tags and pulls the records down to their laptop. Once these leads are tagged and pulled down during replication, the CLT has the ability to see the leads by name through the TOS CLT Find Screen. Once the CLT Find Screen opens, it is possible to sort all the records by priority giving the CLT an idea of how many priority 1, 2, 3, 4, and 5 leads the recruiter or station has on their laptop. The Leads Source Analysis report can also be used to track DMDC leads using the Raw Received, Received,

Conduct, and Contract rows. In June 2003, these categories will be changed to Received, Open, Conduct, and Contract. However, the best way for the CLT to track and monitor the leads is during their weekly station visits. The CLT, from the station commander's laptop, can create a list of all DMDC leads using the lead source. Once the list is produced, it is possible to see which ones have been worked and which ones have not.



The following steps are required to view and pull down any lead source from the TOS White Pages.

Step 1 – Login to the Top of System (TOS).

Step 2 – Find the "White Pages" on the left side of the screen and click on the type of lead that you want to view or download. At this point you can select any type lead source.

Step 3 – Click the "Find Now" button to view the available lead sources.

Step 4 – Find and highlight the lead source you want to view.

Step 5 – You will see the source that you selected in the dropdown block. Click "Find Now" to view the leads that you selected.

Step 6 – The selected leads can now be viewed.

Step 7 – Select the leads that you want downloaded to your RWS.

A Recruiter Writes:

I have been in the command since 1990 and there was a USAREC pamphlet called Bright Ideas. These were quick little tips that recruiters could use to help in their daily recruiting efforts. This pamphlet went away in the early 1990s. These were not the detailed CARLL write ups but two to three line bullets. I was the station commander advocate for the Recruiting Central Web site, and I had a section called bright ideas. It was the fourth leading page accessed by the field. After I left in 1997, that portion of Recruiting Central went away and the bright ideas section was lost. Recruiters, station commanders, and CLT members loved the bright ideas. Please look at putting a section in the RJ that would allow submission and publication of these great ideas. I received on average 20 to 25 new ideas per week. I had to screen the ideas to ensure that they were legal and justified but it got the field force involved.

The Chief of Staff Responds:

Thank you for your input to the "The Way I See It" Program and your recommendation to encourage recruiters to submit tips for success or "Bright Ideas."

As you stated in your e-mail TWISI, we already encourage submission of ideas through the Center for Accessions Research Lessons Learned (CARLL) as an online way of sharing ideas via the Internet.

However, your suggestion to have a less formal way of submitting short and to-the-point ideas for recruiters is noteworthy. These ideas can be submitted through 'King for a Day' found on the Station Commander tab on Recruiting Central.

The Recruiter Journal will begin printing Bright Ideas as part of the "Pro Talk" department article each month beginning in the May issue. As ideas/tips for success come in and are reviewed by the G3 Training Division, they will be printed.

Thank you for your suggestion and for your interest in assisting the recruiting force. For further information, contact Pearl Ingram, Recruiter Journal editor, at 1-800-223-3735, extension 6-0167, DSN 536-0167, COM (502) 626-0167, or e-mail Pearl.Ingram@usarec.army.mil.

A Recruiter Writes:

I get a lot of leads that are not recruiter generated such as ADHQ. Many of these are missing phone numbers, address, or education information. If these leads were filtered – must be a lead with phone number and address, etc. – prior to sending to the user, a huge amount of time would be saved. It will give a much more accurate picture of the value of the advertising campaign – i.e., number of qualified leads generated.

The Chief of Staff Responds:

Thank you for responding to "The Way I See It," and letting us know how we can help the sales force in leads processing and management.

As you know, all brigades began the execution of an ADHQ fix-it plan in January 2003 to reduce the number of backlogged ADHQ leads in ARISS. In February 2003, the Recruiting Operations Directorate provided guidance that ADHQ leads be contacted and a valid disposition be entered into the record within 72 hours of receipt. Additionally, we began gathering education level and e-mail addresses on prospects in October 2002.

Realizing that the number of leads a recruiter may receive on any given day may be large, we fielded a change that will reduce that number significantly. Effective February 1, 2003, the only leads that will populate to the RWS are ADHQ, SASVAB, and RLAP. All other



leads will be held at the TOS in a manner similar to the JRAP leads, (i.e., in "White Pages"). You will be able to access those leads and pull them down to your RWS by going to the TOS and indicating with a box check only those leads that you will be able to work effectively. Included in the "White Pages" are Ad Hoc Bulk Leads, DMDC Leads, etc. We believe this system change will increase performance of the RWS and provide a better quality of lead to recruiters.

Thank you for using "The Way I See It" Program and providing your input. If you have any further questions, please contact MAJ John Miller, RO, at DSN 536-1137, commercial (502) 626-1137 or e-mail John.Miller@usarec.army.mil.

A Recruiter Writes:

Why is GED Plus open but HAs severely limited? For a GED Plus the Army pays for a GED test that is free at many community colleges, a recruiter must do a lot of extra leg work to get the applicant enrolled and then monitor progress and finally may take a DEP loss if they fail the GED test.

On the other hand, an HA is already test qualified and is processed like any other applicant. For the cost and risk, the HA is a much better contact/applicant. Recommend allowing HAs to process as GED Plus or closing GED Plus and opening HAs.

The Chief of Staff Responds:

Thank you for your recent submission to "The Way I See It" Program. Your question concerning the GED Plus program and the limited number of HA opportunities available is valid.

The Department of the Army set the quality caps for this year at 90 percent high school diploma graduates, 65 percent test category I-III A, and less than 2 percent test category IV. The Department of the Army also breaks the numbers down by test score category (I-III A, IIIB, and other). Quality caps based on education code and test score category further control the mission.

What this means is that an applicant who enlists into the Army as a HA counts as a quality contract for test score category, but not for educational quality. It is not considered a quality contract because both quality requirements are not met. One exception to the quality standards is the Congressionally mandated GED Plus Program that allows up to 4,000 HA accessions per year. These are excluded from our quality mission during the period of the test. Once we complete the GED Plus Program test, a determination on changing our current rules regarding HAs will be made.

Once again thank you for responding to the TWISI Program. For further information contact SFC Jose Castillo at 1-800-223-3735, ext. 1748, DSN 536-1748, COM (502) 626-1748, or e-mail at Jose.Castillo@usarec.army.mil

TWISI letters can be sent e-mail to TWISI@usarec.army.mil. Written comments may be mailed to ATTN RCCS CHIEF OF STAFF, COMMANDER, US ARMY RECRUITING COMMAND, 1307 3RD AVE, FORT KNOX KY 40121-2726

CSM Leturno Set to Retire

By Pearl Ingram, Editor, Recruiter Journal

At the age of 17 and fresh out of high school, CSM Roger L. Leturno, who retires this month, wasn't thinking much about an All-Volunteer Army. It was August 1972. The last man to be drafted, who according to Leturno was Dwight Stone, was still four months away from entering the Army. Basic monthly starting pay for a new recruit was \$288.

Leturno said that at the time he wasn't mentally prepared for college, and he really didn't want to go, even though both his parents were teachers and had encouraged him to do so.

"I had a couple of friends who were 18 and enlisted into the Navy and Air Force in lieu of being drafted. Since job opportunities for a 17-year-old right out of high school were slim, when my buddies joined the other services, I joined the Army," said Leturno.

"When I came in, conscription was still the name of the game. Unlike today, wearing the title soldier was not very popular and the war we were fighting was even less."

He began his Army career as an engineer and bounced back and forth stateside and overseas for eight years. In 1980 while serving in Germany, SGT Leturno attended a briefing from the Recruit the Recruiter Team as part of his induction into the Sergeant Morales Club.

"My primary reason for becoming a recruiter was career opportunity. I spent almost five years as a buck sergeant and had just been promoted to staff sergeant. I didn't want to wait another five years. I selected Raleigh and Atlanta as my top two recruiting assignment choices. I selected Peoria, Ill., as my last. I thought my wife would like to get closer to home. Sure enough, I got my last choice and went to Hammond, Ind. That was about 90 miles from where Jackie and I grew up. The economy was pretty good at the time. That changed once the steel mills started laying off the parents of the same kids that use to tell me how they were guaranteed jobs after graduation. Recruiting was challenging. Seemed as if we were always being told to 'stay away from my kids.'" I heard this more from fathers who had served in Vietnam."

He remembers morale in recruiting being pretty low when he arrived at the Hammond station, part of the Peoria, Ill., District Recruiting Command in 1980.

"We didn't have a company commander and the first sergeant who was getting ready to retire had checked out

mentally some time before. Gary Company had nine recruiting stations. Cadre recruiters commanded the two large stations and the others were led by detailed recruiters. The Connelly investigations had left the command short OOE's," said Leturno.

According to Leturno, the late '70s were a low in USAREC's history. Prospecting in those days consisted virtually of all face-to-face, referral, and walk-in. Recruiters weren't in the schools so there were no LRLs. Recruiters had to deal with a market free of the draft. Once the Vietnam Era GI Bill ended, there were few incentives to offer prospective recruits. VEAP replaced the GI Bill. Leturno said it was as bad as it sounds. Recruiting was tough. The pressures to make mission created an environment of threats that lead to cheating. There were a lot of NCOs relieved. These former recruiters were being sent back to the TOE Army and into units like Leturno's. He was beginning to wonder if he had made the right decision.

Leturno said he volunteered with the intention of doing three years as a recruiter and then returning to the engineers.

"I had no mission the first month back from the recruiting school," said Leturno. "I wrote two contracts that month and thought it was a good start."

The following month he remembers making mission, even though at that time he was not yet carrying a full mission.

"I had a mission of one and wrote two," said Leturno. "The following month I was on for three. I remember being on a zero the first two weeks and getting a lot of attention from the company first sergeant. In fact, I received my first letter of concern from the company commander," said Leturno.

He now had his official welcome to the Recruiting Command. "The reality hit me. If I'm going to be successful, I have to prospect and process. I had to learn to do both at the same time."

When Leturno completed recruiting school, the recruiter's tools consisted of a planning guide, 200 Cards and a card file box, high school LRLs, and school folders. There were three publications that were used almost daily — AR 601-210, UR 350-7, and Special Text 12-163.

In 1981 the first sales book was nothing more than a three-ring binder with pages for pasting the recruiting publicity items, or RPIs. Leturno said it was used as a prompt when presenting facts and evidence to applicants. Recruiters were encouraged to personalize it. "There really wasn't that much to it," said Leturno.

"Of course technology has changed most of this," said Leturno. He well remembers the first step Recruiting Command took towards automation. ARADS was the operating system that was promised to revolutionize recruiting and JOINS the hardware system. According to Leturno, a recruiter needed to be able to carry on a sparkling conversation while waiting for the next screen to pop up, otherwise he would completely lose rapport with the applicant.

"It was slower than molasses," said Leturno. "That first computer didn't even have a hard drive. It had two 5 ¼ floppy disk drives. Nobody wanted to use the darn thing but the

He credits his success to attitude, positive leadership, and treating subordinates with dignity and respect.

command didn't give us options."

However, JOINS and ARADS evolved. The next generation had a hard drive, the components became smaller, and the system quicker. From this early start, ARISS was developed and the klunky computers were turned in for the Recruiter Work Stations we use today.

"ARISS is here to stay and the investment in technology will pay for itself as we free up time for the recruiter and recruiting leadership," said Leturno. "It has so much potential. But, in my opinion we overload the user with requirements. Part of the problem is we use a legacy management system. We're disadvantaging ourselves by trying to make automation work under a system originally designed for paper."

There are many advantages in the switch to automation. The speed by which leads are received from various lead sources is phenomenal. Recruiters today have so many lead sources, according to Leturno, that deciding which ones to work first is tough but he assures that USAREC is simplifying this.

The most important change Leturno has seen during his 23 years in recruiting is in the quality of leaders.

There's been a huge improvement in the quality of the officers. Today, recruiting company command is a second command. It's no longer a last ditch effort to salvage the careers of a marginal captain. It's a privilege offered to those who have earned it. Our battalion commanders are selected from a centralized board and USAREC commanders of late were former recruiting company or battalion commanders.

"I take great pride in the quality of our NCO leadership. Our system for selecting and training the 79R isn't perfect. For years we've put these newly converted NCOs in harm's way by assigning them to the toughest assignment in the command before preparing them for the job. This sink or swim mentality was going on long before I was a recruiter," said Leturno.

Today, 79R candidates must first demonstrate their proficiency in recruiting skills, successfully complete a series of distance learning courses and graduate from the Station Commander Course before conversion. The future 79R will be better trained and better prepared than the 00E and 00R of the past. Leturno says a lot of responsibility is placed on the shoulders of a station commander.

"They're the center of gravity," said Leturno. "They have to know the art and science of recruiting. Above all they have to be good leaders. Without it, the small unit ceases to function as a team and failure is eminent."

In fact, Leturno says of all the positions he has held, the station commander position in Hammond, Ind., was his favorite.

On the other hand, he says, his most rewarding assignment was recruiting for Delta Force at Fort Bragg, N.C.

"I received a call out of the blue one day, from a captain



Illustration by Joyce C. Knight

working at USAREC Headquarters. He was tasked with forming a team for a special recruiting mission at Fort Bragg. He said I met the initial selection criteria, could give no information, and then asked if I was interested. I was."

For six years Leturno traveled Armywide recruiting for Delta. He said initially there were reservations on the part of the operational members about outsiders doing what they had done for themselves since the unit's inception. However, with the success of the team, it didn't take long to win them over. As the operator strength grew, so did the recruiting team. It was a 10-man team when Leturno left the NCOIC position to be a first sergeant. He said to serve in this unit was an honor and privilege few soldiers get. The contributions of this unit to the nation are incredible.

Mission accomplishment has always been important to Leturno. He says it means doing your job to the very best of your ability and not worrying about someone else's lane. Leturno says he had no aspirations of becoming the USAREC command sergeant major. In fact, he never expected to be a sergeant major.

He credits his success to attitude, positive leadership, and treating subordinates with dignity and respect. He believes NCOs must remain competent about their business, take military and civilian courses that enhance their career and that keep them competitive for promotion. In fact, he feels his bachelor's degree in marketing helped him for promotion to the senior NCO grades.

He also credits Betty Nannen, an education specialist who is now at the Minneapolis battalion, and who years ago pushed him to work toward a degree.

"I see myself as proof that selection for promotion and advancement is not just determined by how successful you are as a recruiter," said Leturno. "It's about how successful you are as a noncommissioned officer."

Leturno is very comfortable leaving this command and the Army knowing that those that follow are both capable and willing.

"CSM Blount brings a new and fresh perspective to this position," said Leturno.

How does Leturno see the future? As communication technology continues to improve, initiatives such as point of sale, remote DEP, cyber recruiting, and the selection of NCOs is fine tuned, he sees recruiting becoming more decentralized. Leturno sees reduced structure and a more mobile recruiting force. He is adamant that as long as there is a need for soldiers there will always be a need for the green-suit Army recruiter.

"The business of recruiting soldiers is a soldier's business that will never change," said Leturno.

Anyone, Anyplace, Anytime....

The right conversation starter
for any situation.

By MSG Jeffrey Telepak, USAREC IG

New leads ... we can't live without them. Our ability to obtain new leads is directly related to our ability to generate new appointments. Of course, we all know that no one joins the Army without first having had an appointment conducted. So how do we get these new leads?

The art of recruiting is not confined to what we accomplish while we are in our recruiting stations. A major portion of our recruiting effort occurs outside the station. Our out-of-office recruiting activities are not just limited to the two to three hours we dedicate to P3 prospecting a few days each week. Whether we are face-to-face prospecting, running police checks, conducting a COI event or just out shopping with our spouse and kids, most successful recruiters are talking to people about the Army every chance they get.

So why aren't all recruiters doing this? Before you say to yourself "that is what I do," consider the following. We are all faced with opportunities to talk to people every day. Yet, in many instances we choose not to, despite the fact that we know most people are not going out of their way to approach us and offer information regarding a new lead. How could this be?

As a recruiter, one of our primary missions is to generate new leads whenever possible. Could it be that we just don't know the right thing to say to get the conversation started? You've probably found yourself in some of the following situations on several occasions. How did you handle them?

You are out at your high school and see a small group of students engaged in conversation. They obviously think they are "too cool for school" and look like they don't want to be bothered. Should you approach them? What do you say?



You are standing in line with one of your applicants at the DMV. You are surrounded by a bunch of very impatient people who don't appear to be in the mood for conversation. Do you take the opportunity to speak with some of them or do you just mind your own business?

You are in an elevator with three men wearing business suits who don't appear to be in our target market age group. Should you just mind your own business and not say anything or is there something you could say to them, besides commenting on the weather, that could pay dividends for you?

You are refueling your car at the local gas station. A woman pumping gas in the next lane appears to be preoccupied with other things. What could you possibly say to her that might help you go back to your recruiting station with a new lead to work?

Every day, we are all faced with situations that are similar to these. We come in contact with people and repeatedly have to ask ourselves a very important question. Should I initiate a conversation with this person (or group of people) or do I just go about my own business and not say anything unless they say something to me? If I do strike up a conversation, what do I say?

The art of approaching people and establishing rapport with the hopes of obtaining leads can be very stressful. You play a mind game with yourself. Is this someone who might be interested in the Army? Do they meet the qualifications? Are they too busy to talk with me right now? Is this someone who may be able to provide referrals? You want to make a good first impression but, in many cases, you just don't have a lot of time to do so.

“You have to know what to say to get the conversation started. Once the conversation is started, the possibilities are endless.”

So what do you say? Wouldn't it be nice if there was something you could say to anyone, at anytime, in anyplace that would be appropriate for any situation?

The next time you are out, try this:

“I don't suppose you would know anyone who might be interested in getting some information about opportunities in the Army or Army Reserve?”

Why does this work? It's no secret that some people immediately get defensive when a person in an Army uniform initiates a conversation with them because they assume they are going to be asked to join the Army. The great thing about this statement is that it's non-threatening. All you have done is asked for a referral. When you think about it, it is really no different than approaching a total stranger and asking for directions. In most cases, upon hearing this statement, a person will immediately become more at ease with you because you have not asked them for anything that would require anything of them. This may allow them to talk more openly with you which is ultimately what you want. The statement does not take long to say thus it can be used even when you only have a few seconds to speak with someone.

Many times, we pass on the opportunity to speak with people because we assume they are too busy to engage in any type of meaningful conversation with us, but how long will it really take you to ask this simple question?

It's a statement that is easy to remember. Let's face it, every situation has its own distinct possibilities, which could have a variety of possible conversation starters. But wouldn't it be nice if you just had to remember one statement that would be appropriate for all situations? Although there is no perfect way to start a conversation, can you think of any scenario where this statement would not be suitable?

In most cases, the answer to your question will be a resounding no! So what's your next move? Now that the conversation is started, see how far you can take it. If you are talking to a potential applicant, identify yourself and ask them if they have ever considered military service. Remember, since you didn't immediately ask them to join the Army, they are probably feeling more comfortable with you at this point so they are more likely to speak more freely with you.

If you are talking to a potential COI/VIP, explain what you do, how you could help them and how they could help you. See if you can establish a mutually beneficial relationship. If

time is short, simply give whoever it is you are speaking with a business card and tell them, **“If there is ever anything I can do for you, please don't hesitate to call.”**

Always give a business card to everyone to whom you speak. Many times, they'll stop whatever they are doing and ask you what you can do for them? The door is now open.

In the best case scenario, you actually get a lead or two. Although this will not happen in most cases, it's important to understand that the more people who know you and what you do, the more chances you have at getting leads in the future.

In recruiting, timing is everything. The woman you spoke with at the gas station today may not have had a lead for you right at that moment, but when her son tells her that he is dropping out of college and has no plans for the future, the seed you planted at the gas station that day may result in a phone call or visit from her son the next day. What if you had not taken the time to speak with her? Let's just say that the odds of his actually coming to see you would not have been in your favor.

Your goal as a recruiter should be for everyone in your community to know who you are and what you do. The more people you speak with, the greater your chances of getting new leads. There are many ways to accomplish this but you have to know what to say to get the conversation started. Once the conversation is started, the possibilities are endless.

Bright Idea



When conducting an interview with an applicant, I reinforce that it is my job as an NCO to take care of and train soldiers, not only those in the DEP, but soldiers I come in contact with throughout their Army career. The applicant feels that they are not in this alone and I, as an NCO, will watch out for their welfare.

SSG David J. Taylor, Columbus Battalion

One of Six in Family to Serve

By Cynthia Rivers-Womack, Jacksonville Recruiting Battalion

When CPT Peter W. Almeida was 20 years old, he knew his future stretched far beyond the 212 square miles of his island home of Guam. Working two jobs and pursuing a college education did not satisfy a deeper calling to create a life with a much larger purpose. Beyond the boundaries of his hometown of Tamuning, three factors — his mother, his family, and his Army recruiter — helped him choose the Army as a way to explore his true mission in life, to be a leader.

"My mother used to tell me stories about the history and culture of my people and how our land was occupied by the Japanese. She described how our people suffered and how the United States military helped to liberate our land," said Almeida.

Family is something he treasures and her stories reminded him that he wanted to give something back to the country that helped restore the land of his people. Second, there was sibling pride and sense of duty. It was as if his brothers and sister were waiting for him to do the right thing. Almeida is the sixth of 13 children to join the U.S. Army. And finally, according to Almeida, one of the most influential factors was his Army recruiter.

"Of course, when I enlisted, it was for service to my country (the USA). Plus, I had met my wife, Erlinda, and I was going to be raising a family. But my recruiter really helped me by explaining the full benefits of joining the Army," he said.

The encounter with his recruiter helped to establish a career that has taken him from enlisted infantryman in February 1985 to captain in January 1996. His second company command in the Gainesville, (Fla.) Recruiting Company came in 2003.

Beginning with his first assignment as a private first class at Fort Carson, where he was named Division Soldier of the Quarter in 1986, Almeida has been manifesting his destiny as a soldier.

In December 1989, he participated in Operation Just Cause in Panama, where his bravery and valor during a firefight resulted in receipt of the Purple Heart. Following this, only four years into his Army career, young Almeida was selected as a detailed recruiter for three years with the Honolulu Recruiting Company.

During this period, Desert Storm was in full force and three of his brothers were in units in the Middle East. His commitment to the Army never faltered and with fewer than 10 years of service, he was rewarded with a promotion to sergeant first class.

"I attribute my success to my soldiers, leaders, and family who believed in my potential to be a soldier and leader in today's Army," said Almeida.

Almeida's Army adventure has taken him to Korea, Fort Bragg, Panama, Hawaii, Fort Campbell, Fort Benning, and Germany, executing key platoon and company leadership positions. He has jumped into combat with the 82nd Airborne Division and is an Army Ranger.

Almeida has completed leadership courses and earned a plethora of awards and decorations. In 1999, he earned a Bachelor's Degree in Public Management from Austin Peay State University. But, he did not deploy to any of his assignments or receive any of his awards as a lone ranger.

Throughout 12 PCS moves, his wife, Erlinda, and their six children, five boys and one girl, have been his comfort and strength.

"Nothing takes the place of family," says Almeida. "My wife is very supportive and dedicated too ... even now, as a recruiting company commander, she knows the dedication and motivation to taking care of soldiers."

Almeida recollects words of wisdom a great leader once told him, "We want to support our soldiers and families at all cost! The mission will come."

Coming full circle Almeida says his goal in recruiting is to give the same motivation and understanding to his soldiers and to his soldiers in the DEP/DTP program that was shown to him by his recruiter.

"I believe in my noncommissioned officers, and as a leader my goal is to be the best commander I can be for them. I let my soldiers know that production is power, and I'm here as a coach and leader to motivate and support them towards doing their best," he said.

"In this business we need to work efficiently, consistently, and smarter," said Almeida. "The only way to do this is working as a team."

Almeida has met his requirement in obtaining his "Gunner's Badge" enlisting a Grad Alpha within three weeks of assuming command.



CPT Peter W. Almeida took command of the Gainesville Recruiting Company Mar. 4, accepting the company guidon from LTC Andrew Yee, Jacksonville Battalion commander.

Samoan-Americans Use Family Ties to Recruit in San Jose

By John C. Heil III, Sacramento Battalion

SSG Poutoa Fuega and SSG Jonah Lei have a lot in common. Not only are they both Samoan-American and both originally from San Jose, Calif., but they both are top-notch recruiters in the Monterey Bay Company.

Both attend church at the Samoan First Assembly of God and both come from tough Army jobs — Fuega, a field artilleryman, and Lei, an infantryman. Also, Lei's father was Fuega's brother's instructor in Army basic training back in 1970.

What has made them both successful recruiters is their work ethic and their military family connections in the San Jose area, which has resulted in several referrals. These connections also include their interest in the Samoan community in San Jose.

"SSG Fuega has grass roots here which works well for him," said CPT Barbara Streater, Monterey Bay company commander. "He comes off as a tough guy, yet he can really connect with the kids of the new generation.

"SSG Lei can see through the kid's smoke screen. He cuts to what their needs are. He really identifies with the kids."

This has translated into outstanding production from Fuega, 37, a 10-year Army veteran and two-year recruiter and Lei, 30, a 12-year Army veteran and five-month recruiter.

"SSG Lei has put in one quality contract every month he's been here," said SFC Mark Wilder, Almaden station commander. "He hasn't forgotten where he came from. He relates very well to the 17- to 22-year-olds. He laughs and jokes with the kids, but is serious when he needs to be."

"I'm just lucky," said Lei. "I'm not doing anything spectacular. I'm just in the right place at the right time and I'm not going to tell anyone where that is, so they can't infiltrate my area."

It is Lei's sense of humor, good attitude, and work ethic that have made him a success right off the bat as a newcomer.

Fuega, who has earned his Gold Badge, also is a proponent of working hard and recruiting goals.

"My whole theory on success in recruiting is the work ethic," said Fuega. "I take the time to talk and listen to the kids. A lot of kids don't know anything about the Army. I get a feeling where they're looking to go and build rapport with them and their parents. I want to make the parents understand what I can offer their kids through the Army."

Whether they're refereeing volleyball or basketball for the local community Samoan tournaments or helping at the local high school as Fuega does at William C. Overfelt High School's JROTC program, both soldiers are making a difference in the San Jose community.

"SSG Fuega's a good positive role model for the local high school students and for the city of San Jose," said SFC Eric Nebres, San Jose Central station commander. "He talks to a lot of people from the island of Samoa."



SSG Jonah Lei (left) and SSG Poutoa Fuega (right) stand in front of a volleyball sand court in San Jose where they enjoy playing and refereeing volleyball. (Photo by SGT Jhemee Duhaylungsod)

Fuega's success and his desire to keep his wife, Ursula and children from moving again have propelled him to apply to become a permanent recruiter, 79R.

"Fuega won't admit that I helped covert him to a 79 Romeo," said Nebres, a Philippino-American.

"We both have the same number of years in the Army and have butted heads, but overall he's an asset here in the city of San Jose," joked Nebres. "He's gotten his feet wet and now he wants to do it full time. He's looking at his family instead of deployment. He's hungry for his recruiter ring. He's been in the top 10 in the company every month he's been here."

With his experience and success, Fuega has had the opportunity to share some advice with Lei. "We communicate a lot," said Fuega. "He'll call me for advice. We have a good relationship inside and outside work."

"He helped give me advice on what to do and not to do," said Lei. "Recruiting is an important mission, but I do miss being in the action ... crawling around in the dirt, shooting weapons and being in charge of soldiers."

Lei said he would consider switching to a permanent recruiter for his wife, Roxann, and their children but admitted it was early yet and that his true love is infantry.

With Asian-Pacific Islander month in May, Fuega feels that everyone in United States should take the time to learn about their culture.

"Hopefully, everybody will learn more about the Asian-Pacific Islander culture no matter who you are," said Fuega. "Asian-Pacific Islander Month helps others understand your part in the United States. It's a chance to celebrate with your fellow countrymen away from home.

"As a Samoan-American, I've had to work extra hard to prove myself. It's a small country, but I want to make a big difference. I always look at how I can make things better. Originally, I could barely speak English, but I challenged myself. I've been moving up the ranks and helping people along the way. The Army has been very good for me. I understand a lot of different cultures worldwide."

"I'm just glad we got a month," said Lei with a laugh.

Common Myths about Reporting Domestic Violence

By Jack Nix, Soldier and Family Assistance Branch

Many misunderstandings exist about reporting domestic violence and the Army Family Advocacy Program. Reporting domestic violence not only fulfills one's duty as a commander, but also ensures that victims and offenders receive care and treatment to prevent future incidents.

Reporting domestic violence is required by Army Regulation 608-18, USAREC Commanding General Policy Letter F-10, and USAREC Regulation 380-4. "All suspected or known spouse and child abuse" incidents must be reported through the chain of command to HQ USAREC Security Division and the brigade Family Advocacy Program Coordinator within 24 hours.

MYTH – The commander can handle incidents of domestic violence at his/her level.

FACT – The commander must report all incidents of domestic violence. The commander should act to ensure the safety of the victim. The commander may also take disciplinary action against the soldier.

MYTH – The seriousness of the abuse determines whether or not a commander reports domestic violence to the FAP.

FACT – It is not the commander's responsibility to decide if an incident should be reported to the FAP. His/her responsibility is to report all incidents.

The FAP has professionals with specialized training to identify the symptoms of domestic violence, to determine the seriousness of the abuse, and to develop a treatment plan for the offender as well as the victims.

MYTH – Involvement in the FAP ruins a soldier's career.

FACT – Many soldiers actively participate in the FAP and discover that not only do their relationships at home improve, but their performance and satisfaction on the job improve.

The FAP is designed to treat offenders by helping them identify abusive behaviors, develop effective communication and parenting skills, and manage their anger. FAP records are confidential and not entered into a soldier's personnel file. Decisions by the FAP staff are not punitive.

The commander may choose to enter information about the domestic violence into a soldier's evaluation reports and/or take disciplinary actions.

It should be noted here that soldiers are not always identified as the offenders in FAP cases. The non-military dependent may be identified as the offender in spouse abuse cases, as well as child abuse cases.

MYTH – Substantiated FAP cases may impact future employment when a soldier departs the Army.

FACT – FAP records are maintained at the Army Central Registry and access is tightly controlled. Access to the records is limited to key FAP staff who review the records to verify a history of abuse.

Civilian employers do not have access to the ACR. However,



incidents of child abuse may also be in state and federal databases, so employers may have access to this information.

MYTH – Soldiers involved in domestic violence fall under the Lautenberg Amendment and cannot carry a weapon.

FACT – The Lautenberg Amendment applies to anyone convicted of a misdemeanor offense of domestic violence. A substantiated case of child or spouse abuse by the FAP is not a conviction; it only establishes a basis for a treatment plan.

In civilian cases, the charges are often deferred and then dropped after the soldier completes court-ordered training. Since there is no conviction, the Lautenberg Amendment does not apply.

MYTH – The case is being handled by the civilian court, so FAP involvement is not required.

FACT – All incidents of domestic violence must be reported to the FAP. Since the FAP is treatment-oriented, counseling and training may be required through the FAP, in addition to civilian court rulings.

Even if the civilian authorities drop charges, the FAP may substantiate the abuse based on their investigation. Substantiation is not a legal decision and is not intended to be punitive.

MYTH – The availability of Transitional Compensation for victims of domestic violence increased the number of reported incidents.

FACT – Reports of domestic violence and substantiation rates have remained steady since TC became available. The guidelines for receiving TC are strictly adhered to when the soldier is separated from the Army due to the seriousness of the abuse.

MYTH – Self-referral to FAP keeps the incident from being reported to the Army Central Registry.

FACT – If someone recognizes the need for assistance before the situation becomes abusive, they will receive counseling and training to enhance communication and parenting skills. This intervention and assistance is not reported to the ACR.

If someone reports abuse while seeking help through FAP, it must be investigated. If it is substantiated, it will be recorded in the ACR.

Reporting domestic violence is not only a requirement — it is part of taking care of soldiers and families. Without professional help, the cycle of violence usually increases and unfortunately often continues with the next family generation.

If commanders identify problem areas early, they can possibly prevent incidents of abuse. Early intervention by the commander to help individuals and families in obtaining assistance benefits the unit as well as the soldier. Early intervention and action avoids possible abuse and time-consuming investigations and follow-up.

Contact your brigade Family Advocacy Program Coordinator for additional information.

Army Recruiter Course Changed

By MSG Russell C. Schmidt, Recruiting and Retention School

The word “change” can mean to exchange for, or replace by another. When the word change is applied to your life, does it mean a radical new way to conduct your daily activities? Do you think of it as positive or negative? Or do you approach this new methodology and embrace it? The Recruiting and Retention School, the Schoolhouse, has changed the basic Army Recruiter Course in a positive way.

It has been determined that we must approach our market in new and exciting ways and be in a position to better support our Army and future USAREC needs. We have adapted the Army message, and incorporated the Army of One in NASCAR, NHRA, and many other venues with great success.

The recruiter on the street today must have the skill sets necessary to reflect the command’s needs and the needs of the prospect. No longer does the Reserve recruiter candidate receive separate Reserve training in prospecting and other specific periods of instruction. To more accurately reflect station missioning and the Objective Force recruiter, the ARC has incorporated both RA and Reserve training into one course. All recruiters are recruiters first, component second. The RA and Reserve students learn together, train together, and get evaluated together. They are cross trained in RA and Reserve programs and are expected to master these skills.

When recruiter candidates arrive at the RRS, they are inprocessed together and will remain with their class until graduation. Every student receives training in all aspects of



Recruiters in the auditorium listen to a speaker at the Recruiting and Retention School.

the Army, RA and Reserve. Once the students have received the administrative training, they will perform numerous telephone and sales evaluations to prospects and applicants. The students sell and perform all necessary administration, which are also evaluated.

To further improve their skills as future recruiters, USAREC has assisted the RRS. USAREC has provided ad hoc leads from across the U.S. to the RRS, and the recruiter candidate performs “live fire” telephone calls with these leads. They are evaluated by instructors and station commanders course attendees. This has resulted in an average of 80 referrals for appointments to the recruiting station each week.

Once the students have made contact with a prospect and the prospect desires to make an appointment, the students ask basic blueprint and prequalification questions. This information and results are annotated on a database. A spreadsheet is then created, and e-mailed to each of the recruiting brigades and USAREC G-3. We then have the students go online to www.goarmy.com and find the recruiting station. A call is made to that station with the prospect’s information. So, if you haven’t gotten a referral yet, you will! Don’t sit by the phone, find them before we do!

One team, one fight, one mission, an Army of One!



A student recruiter conducts an interview.

Learning About the College Market

By Diana Lee White, Education Division

Leaders and recruiters are being asked to focus more on the college market. There are many reasons the command has increased its focus on postsecondary students and graduates rather than high school grads, not least of which is the Army's increasing need for individuals who are highly skilled in areas of communication and the use of technology. As the command moves more and more into the college market, everyone should have some basic understanding concerning the demographics of the market.

The postsecondary market can be divided into two broad categories — degree granting and non-degree granting schools. Within the degree granting segment are four-year and two-year universities and colleges. The chart below shows information on the degree completion rates of students attending four-year universities and colleges over a six-year period of time.

The National Center for Education Statistics recently completed a longitudinal study from which the chart and data is taken. The information that follows covers all beginning four-year students with a bachelor's degree goal regardless of the number of times they transferred from one college to another. The group represented by this chart also includes part-time students and those who had not started college immediately after finishing high school.

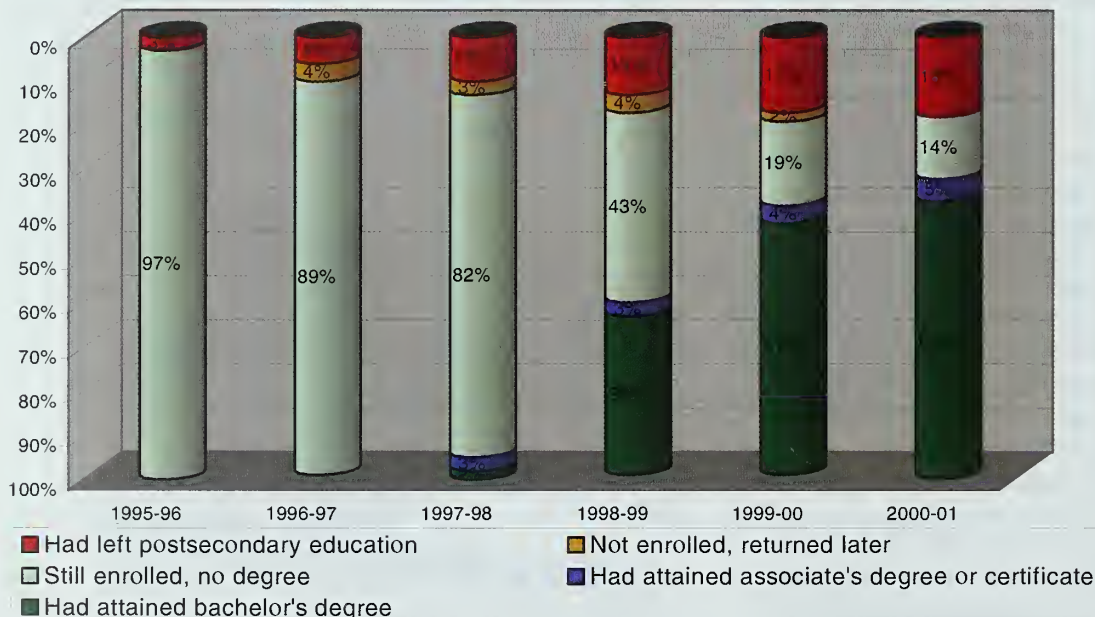
"The attrition rates [stop-out rates] shown ... at the top of each bar are cumulative ... by the end of the sixth year a total of 18 percent had left postsecondary education without a degree and had not returned to any institution," according to the NCES. Degree completion rates are also cumulative and it is easy to see that only a little more than half of all those who complete their degrees do so within the first four years.

This study gives an overall picture of beginning students across the nation. There are some differences when we look at a breakdown of sub categories.

"Compared with the beginners at the other types of institutions, undergraduates who began at private not-for-profit four-year institutions in 1995-96 had the highest rates of attainment and the lowest rates of attrition without a degree," according to NCES. Those students who began at public four-year schools "were not as successful," states the NCES Longitudinal Study.

The NCES report also shows "that because so many students attend more than one institution, college students are actually more successful in completing bachelor's degrees than the average completion rates reported by institutions seem to suggest." Furthermore, previous longitudinal studies only followed student persistence for a four-year duration and it has become clear that a good portion of first-time students are taking longer than four years to complete their first bachelor's degree.

Because so many more postsecondary students go on to



Percentage distribution of students with a bachelor's degree goal who were first time beginners at a 4-year institution in 1995-96, by their persistence and degree attainment anywhere in postsecondary education, at the end of each academic year through 2000-01.

NOTE: Detail may not sum to totals because of rounding. Numbers are based on section 8 of the compendium tables.

Source: U.S. Dept of Ed., NCES, 1995-96 Beginning Postsecondary students Longitudinal Study, Second Follow-up (BPS:/96/01)

complete a degree than were previously recognized, finding potential and actual stop-outs (defined as students who permanently leave postsecondary education) and discovering who exactly are the potential stop-outs is more complex than just getting or constructing a stop-out list. Success with these kinds of applicants will require a well-designed and flexible plan as well as a team effort.

In addition to knowing the demographics of your market, it is essential to follow what is happening in the field of postsecondary education. If you have been watching the news over the past few months, you already know that colleges and universities across the nation are having serious budget problems.

In a way, bad news for the postsecondary institutions can be excellent news for Army recruiting. One of the areas impacted by these budget restrictions is the grants that schools allocate to make up shortfalls between the amount of financial aid deserving students receive and the cost of tuition. Plummeting interest rates have seriously depleted many institutions' endowments, creating increases in tuition costs and associated fees. In short, it just got a great deal more expensive to attend college.

This means that now is the ideal time for the BLTs, CLTs, station commanders, and recruiters to meet with college administrators, build coalitions and promote what the Army can do to help students defray the high costs of higher education. Institutions that may have previously resisted having recruiters on campus may be more amenable now. The key to developing and maintaining cordial relations with college and university administrators and centers of influence is to consistently alleviate fears that the Army is trying to put people in boots at the expense of students' education.

While recruiters are making initial contacts, BLTs, CLTs, and station commanders will want to create an environment for success by building relationships with the administrators, financial aid officers, registrars and the academic advisors within colleges. It is the academic advisors who will likely be the first to know which students are going to stop-out for academic reasons and the registrars who will most likely know which students are departing school for financial reasons.



A recruiter greets a prospect at a college campus in the New England battalion area. (Photo by Karri Tabasky, Infinity Broadcasting Boston)

Tips On Successful College Recruiting

By MSG Gregory L. Cotton, New England Battalion Master Trainer

In my experience, it seems that once a new recruiter or station commander arrives at a station they are briefed on what high schools and colleges will allow and will not allow you to do on their property. You hear things like, "They hate us and give us the cold shoulder, so we don't go there. As a young recruiter, I fell into that trap a couple of times but learned very quickly that I had to make a determination on my own as to what a school would allow.

Upon arriving at my third station, I asked my soldiers when was the last time they conducted a college classroom presentation. From the looks I received I could tell that the question had never been asked in the past. I then informed them that we indeed would be giving college classroom presentations and at the same time become part of the faculty.

Of course there were skeptics, so I outlined a plan that worked out well for the station.

The first step was to find out what each recruiter had to offer the school. In other words, what "skill" did they have that the college might find useful.

One of my recruiters had a background in playing baseball so he went to the local college and volunteered his services. He was appointed the third-base coach and quickly became part of the faculty! He was of course surprised at how easy it was to penetrate the college, but I was quick to point out that although he was now "part of the school" he still had a mission. My mission to him was to get the head coach to influence the faculty to allow me to conduct class presentations.

When all was said and done we conducted class presentations and the end result was grad contracts!

Step two is that once you commit yourself to a college make sure that you have the complete backing of your chain of command. There is nothing worse than not showing up for a practice or a game, it kills your credibility in the school.

Step three is to make sure that you follow the rules concerning student/faculty fraternization and other guidelines the school requires.

The final step is to always remember that you approach the school to offer them something, not to take from them. Colleges are more open to your services than you think, but you have to be a little creative and confident in your "skill" to make it work for you.

College Recruiting sistence, and Acq

Story by Chuck Shaw, New England Battalion

Though the college campus is a different environment from the high school campus, the skills required to work effectively with high school and college students are not radically different. In both cases, students are individuals with perceptions about the Army developed from interaction with parents, friends, teachers, television, movies, etc. Your job as a recruiter is to interact with them and present the reality of military service as a resource to help them meet their goals, whether they are focused on career opportunities, educational opportunities, financial concerns, or the simple need to change their environment.

Whether you are working with students or the campus administration, remember that you are working with individuals who have the right to express their own opinions. Recognize their opinion when you present your response. State their objection before you respond, indicating that you are listening to them.

An example might be, "I understand that you think that the Army exerts too much control over an individual's life. In reality, the level of discipline is not much different than you would experience in a corporate workplace. The goal is to develop a team effort to accomplish the job. Military courtesies such as salutes express recognition of those in leadership positions."

Use conversational techniques to control the tempo and tone of the conversation. For example, when a person is talking loudly or at a fast pace trying to control the conversation, begin your response at nearly the same tempo and tone, but gradually decrease both. This should get a similar response from the individual, allowing you more time to clarify and strengthen your points.

Be persistent without being bothersome. There is a fine line between the two. There must be a reason for you to visit the campus. Like you, they have jobs to do and frequent, unproductive interruptions will work against you.

Most importantly, know what you want to accomplish before you get to the campus. Lay out a plan identifying your steps from arrival to departure. Develop alternative plans should your initial effort not produce the desired effect.

Penetrating the college market is often the most intimidating and frustrating task for a recruiter. This is most often due to two reasons: inadequate tools and attitude.

The most useful tools the recruiter has are usually the most neglected. These are USAREC Forms 1199, Postsecondary

Recruiting Program Matrix; Form 1200, College Profile; and Form 1201, College and University Assessment Form. Though often seen as another task, the forms can contribute to the recruiter's success on a college campus.

USAREC Form 1199 tracks the efforts of the company commander, the station commander, and the recruiter to penetrate the market. It represents the efforts of the recruiting personnel over time and can be used with USAREC Form 1201 to effectively adjust recruiting activities on the campus.

USAREC Form 1200 identifies the market clearly. The type of college and degrees offered are identified, as well as the number of students and the expenses incurred for tuition, room and board, and other costs. This in itself is critical information that tells the recruiter if the students may be interested in the loan repayment program. The degrees offered and the majors may indicate a potential market for specific jobs in the military, e.g., aviation programs or other technical programs. It also helps the recruiter determine the types of TAIR resources that should be directed toward the campus. It also identifies the academic profile, indicating the potential for success on the ASVAB.

Additionally, it identifies the prime points of contact for the recruiter. Some recruiters complete this form via phone; others go to campus and meet the individuals personally to complete the form. New recruiters should go to the campus and identify themselves to the office staff as they complete the form. A



The Bowdoin College (Brunswick, Maine) students talk to a recruiter at an exhibit space set up on campus with the local radio station. (Photo by Liz Warnke, New England Battalion)

— Patience, Per- siring the Target

person-to-person conversation is retained longer than a phone message and can go a long way to help you gain the cooperation of the staff. The same should be done if you know that personnel changes have or will occur.

USAREC Form 1201 identifies the school's willingness to support the recruiter's efforts on the campus. This should be completed at the same time or shortly after initial contact to complete USAREC Form 1200. The responses to this form will determine the level of effort that the recruiter will want to expend on the campus. Obviously, when the responses are mostly negative, the company commander and the recruiter will focus their efforts on building a solid working relationship and then seek to expand their efforts to recruit on the campus.

Although the forms mentioned above are important tools, attitude is the most important part of success on a college campus. I have seen recruiters who are comfortable on high school campuses, change when they work a college campus. Students and faculty can pick up on this and use it to challenge the recruiter resulting in anger and increased unwillingness to work the college campus on the part of the recruiter.

Demonstrating another problem related to attitude, I visited a school with a recruiter not too long ago. When we entered the school, the recruiter blew past the people in the front office without saying a word on the way to the counselor's office. The recruiter then identified the staff as the source of the lack of cooperation with recruiting efforts. Granted, I visited the school once with the recruiter, but the basic rule of common courtesy applies in any organization that recruiters visit. Let the staff be the ones who do not respond to your efforts to communicate.

When communicating with college students, remember that you as a recruiter have demonstrated success in your area of expertise. If that were not the case, you would not be a recruiter. Keep that forward in your thoughts when you work the college campus. Additionally, remember why you are on the campus.

Be persistent without being bothersome. There is a fine line between the two.



University of Maine Orono Campus students talk to a recruiter while attempting to climb a rock wall. (Photo by Liz Warnke, New England Battalion)

You are there to offer an opportunity to the student to join an organization that provides some of the best training available, exposure to cultures and activities around the world, and the opportunity to continue their education with financial support that is seldom matched in the private sector.

Keep that as your focus and remember that most of the people who will challenge you most likely have no idea what military service is about. If you determine that continued effort to reach the individual will not be successful, thank him or her for their time and move on to the next person. That way you end the contact on a positive note. Ending each conversation on a positive note will help you maintain a positive attitude as you continue your work. Finally, remember that their decision to pass on enlistment in the Army is not your failure.



"America's Army" Game

— One Year Old

By Lori Mezoff, Public Relations Director

A year ago this month, the Army surprised the computer gaming industry, the press and the general public with the debut of the "America's Army" game at the Electronic Entertainment Expo, the computer and video game industry's largest trade show. Reaction to the game was positive, with press from CNN to the Los Angeles Times covering the launch and the games industry press raving about the game and its potential.

In the months following the launch, the anticipation for the game was incredible and this was overwhelmingly clear when the Army launched the "America's Army: Operations RECON" version July 4, 2002. Tens of thousands of gamers rushed to

download the game. The servers were overwhelmed by the demand. And demand for the game continues to grow.

As of mid-March, 1,469,000 user accounts were registered with "America's Army" and of these, 925,000 have completed the basic training missions. "America's Army" players have completed more than 90,792,643 missions, and spent more than 9 million hours exploring basic training, training in units, and unit operations. Game play now averages 500,000 missions on weekends and 600,000 missions on weekend days.

"America's Army" has become an online phenomenon and is currently one of the five most popular PC action games being played online. This popularity has led to an upsurge in traffic to the www.goarmy.com from players accessing the

"We are hearing from recruiters and gamers alike that the game is a great icebreaker and provides an effective new way for young people to learn about the opportunities in the Army."

— COL Casey Wardynski, project originator and project director

www.americasarmy.com site and then linking to the Army's site to find out more about the Army.

"The reaction to the game has been better than we could have hoped for," said COL Casey Wardynski, project originator and project director. "We are hearing from recruiters and gamers alike that the game is a great icebreaker and provides an effective new way for young people to learn about the opportunities in the Army."

While the game is being played in thousands of homes on a daily basis, organized tournaments and competitions orchestrated in conjunction with recruiters are becoming an effective way to reach potential recruits and maintain the enthusiasm of recruits in the delayed entry program.

In order to capitalize on the game's popularity, the Kansas City Recruiting Battalion has implemented a series of on-site competitions stressing Army values, teamwork, leadership, and communication. The battalion held their first event in January and another one in February (profiled in last month's Recruiter Journal). More than 80 prospects and a handful of members of the Delayed Entry Program attended the battalion's first two game events. From the events, five appointments were generated, two conducted, and one contract signed.

"The events have been huge successes both with the attendees and within our battalion," said LTC Russell Robertson, commander of the Kansas City Battalion. "The game has been a great way for us to show how the Army relies on teamwork and values, and the competitions present us with an entertaining and informative way to interact with juniors and seniors that might not otherwise be in our audience."

Other recruiters are pairing up with local game centers that host "America's Army" tournaments. In Tulsa, Okla., Michael Drake approached his local recruiter, SSG Carlos Ayala-Pagan, of the Tulsa South Recruiting Station, when he opened his first game center in 2001. They worked together over the years on several events and have expanded their relationship with the release of "America's Army." The recruiter has brought gamers into the centers and as a result, the kids at the game center know Ayala-Pagan and come to talk to him about the Army and the Army game. Drake and Ayala-Pagan created a tournament at the center and promoted it by working with Army advertising in

order to get live radio remote ads. They worked with the local computer store to get stand-up ads in their retail locations.

Another way to take advantage of the "America's Army" game is by participating in LAN, Local Area Network, parties hosted by gamers. David Makin, a sales representative for Advanced Micro Devices (AMD) currently uses games and tournaments to market AMD products and has found that the "America's Army" game is extremely popular at these events. He currently supports LAN parties (16 in Indiana, Kentucky, and Illinois) and LanWar (500 people in Kentucky on March 22/23) and Million Man LAN in June with an expected attendance of 800-1,000 and is hoping to work with local recruiters at the events. Currently, he works with a National Guard recruiter who he says is constantly asked about the National Guard and Army weapons and equipment at the events. During one LAN event, the recruiter secured 10 leads, which have already resulted in one enlistment.

To help publicize these recruiter led initiatives, as well as other Army recruiting events, the "America's Army" Web site, www.americasarmy.com, provides an events calendar on its home page. Recruiters can add their local events to this calendar to inform game enthusiasts about their local recruiting events. Also, the team managing the "America's Army" effort is now developing tips and promotional items to help recruiters generate interest in the Army via competitions and promotions.

The "America's Army" game is constantly being updated to reflect the dynamic nature of soldiering and the breadth of opportunities provided in the Army. In the coming months, the game will expand from its initial focus on building block experiences such as basic training and depictions of core Army competencies, such as infantry operations, to include occupations such as combat medic, engineers, Special Forces, and scouts.

This spring, the Stryker will also debut in the game as the first Stryker Brigade Combat Team joins the field Army. In this way, the "America's Army" game will continue to evolve in order to afford players the opportunity to explore the Army of today, tomorrow, and well into the future.

Recruiters wanting to share a success story with the "America's Army" game can contact Lori Mezzoff at lorimezzoff@yahoo.com or (410) 897-0020.

Recognizing the Signs of Suicide

By LTC James Stephen, USAREC Chaplain

Suicide is a foreign concept to the healthy mind. The value of self-preservation is so great in each of us, we cannot allow ourselves to even think of someone doing self-injury or self-harm. And yet, there are those in our world today who hurt enough that the unthinkable is considered their only option.

In the U.S. Army, after years of going through Values Training, Suicide Prevention Training, and Consideration of Others Training, we know that suicide can and must be prevented. The real dynamic that we need to understand is the depth of psychological pain that drives a person to consider suicide. Most suicidal individuals do not want to die. They just want the pain to stop.

Actual note from a suicide victim: "Goodbye, because I'm going to stop the pain. No one wants to help so I feel that I only have one choice."

So what is our responsibility? Where do we as individuals stand on this very important issue?

"It is our responsibility to help our soldiers and civilians understand how to identify at-risk individuals, recognize warning signs, and know how to take direct action." GEN Eric K. Shinseki, Army Chief of Staff.

The following is a brief overview of the danger signs of suicide that considers the risk factors, suicide crisis, and recognizing depression.

Danger Signs of Suicide

Risk Factors – There are several factors that are usually common in those considering suicide. Any one of the following factors or a combination may be present.

- **Past History of Attempted Suicide** – Those who have made serious suicide attempts are at a much higher risk for actually taking their lives.

- **Psychiatric Disorders** – Typical disorders include depression, schizophrenia, substance abuse (particularly when combined with depression), and personality disorders (especially borderline or antisocial).

- **Genetic Predisposition** – Family history of suicide, depression, or other psychiatric illness.

- **Impulsivity** – Impulsive individuals are more apt to act on suicidal impulses.

■ Demographics

Sex: Males are three to five times more likely to commit suicides than females.

Age: Older Caucasian males have the highest suicide rates.

Suicide Crisis – A suicide crisis is a time limited occurrence signaling immediate danger of suicide. Suicide risk, by contrast, is a broader term that includes the above factors such as age and sex, psychiatric diagnosis, past suicide attempts, and traits like impulsivity. The signs of crisis are:

- **Precipitating Event** – A recent event that is particularly distressing such as loss of a loved one or career failure. Sometimes the individual's own behavior precipitates the event, for example, a man's abusive behavior while drinking causes his wife to leave him.

- **Intense Affective State** in addition to depression desperation (anguish plus urgency regarding need for relief) rage, anxiety, guilt, hopelessness, acute sense of abandonment.

- **Changes in Behavior**

- **Speech** suggesting the individual is close to suicide. Such speech may be indirect. Be alert to such statements as: "My family would be better off without me." Sometimes those contemplating suicide talk as if they are saying goodbye or going away.

- **Actions** ranging from buying a gun to suddenly putting one's affairs in order.

- **Deterioration** in functioning at work or socially, increasing use of alcohol, other self-destructive behavior, loss of control, rage explosions.

Recognizing Depression – All of the danger signs are magnified in importance if the individual is depressed. Although most depressed people are not suicidal, most suicidal people are depressed. Serious depression can be manifested in obvious sadness, but often it is expressed as a loss of pleasure or withdrawal from activities that had been enjoyable.

Depression is present if at least five of the following symptoms have been present nearly every day for at least two weeks:

- Depressed mood
- Change in appetite or weight
- Change in sleeping patterns
- Speaking and/or moving with unusual speed or slowness
- Loss of interest or pleasure in usual activities
- Decrease in sexual desire
- Fatigue or loss of energy
- Feelings of worthlessness, self-reproach, or guilt
- Diminished ability to think or concentrate, slowed thinking or indecisiveness
- Thought of death, suicide, or wishes to be dead

Suicide can be prevented. While some suicides occur without any outward warning, most do not. The most effective way to prevent suicide among loved ones, peers, subordinates, or others is to learn how to recognize the signs of someone at risk; take those signs seriously; and know how to respond to them. The emotional crises that usually precede suicide are most often both recognizable and treatable.

Use Risk Management at Station and Company Levels

Risk management is the process of making operations safer without compromising the mission. It's a tool that allows soldiers to operate successfully in high-risk environments. Leaders at every level have the responsibility to identify hazards, to take measures to reduce or eliminate those hazards, and to accept risk only to the point that the benefits outweigh the potential costs.

Risk management is the process of identifying, assessing, and controlling hazards arising from operational factors and making decisions that balance the risk costs with mission benefits. It is a systematic five-step process that can be applied to any situation, program, or environment. It is a continuous process in that as variables change, the process starts over from the beginning. Great latitude is afforded for the commander to accomplish the recruiting mission through use of risk management.

1. Identify the hazards.
2. Assess the hazards.
3. Develop controls and make risk decision.
4. Implement controls.
5. Supervise and evaluate.

The Commanding General recently reiterated the requirement that every level of leadership conduct and enforce use of the risk management process. Specifically, he has noticed the need for more emphasis and enforcement of risk management at station and company levels. With the current operational environment and recent events at recruiting stations, it is even more critical that we are focused on safety and the risk management process. Leaders are responsible for protecting the force and must take the time to ensure this is accomplished to standard.

Advantages of risk management for leaders:

- Detect risks before losses.
- Quantify risk.
- Provide risk control alternatives.
- Better decisions.
- Greater integration of safety.
- Increased mission capability.

Risk management is a smart decision-making process, a way of thinking through a mission to balance training needs against risks in terms of accident losses. Once understood, it is a way to put more realism into training without paying a price in deaths, injuries, and damaged equipment.

The Army Chief of Staff has directed that all soldiers and civilian workers be trained in risk management. The U.S. Army Recruiting Command ensures risk management training is conducted annually at the safety stand-down days.

Commanders or equivalent are the risk management experts and will ensure risk management is implemented into all aspects of USAREC mission planning. Commanders will ensure that all military and civilian employees within their commands receive risk management training. Commanders will ensure all contractors teach and instruct their employees on the Army risk management process. The USAREC risk management form is USAREC Form 1144 - Rev 1.

It is mandatory for all USAREC personnel to conduct a risk assessment before operating a GOV. USAREC Form 1144 -Rev 1 is a tool to assist leaders in identifying and assessing hazards and is to remain in the GOV logbook at all times. Operators are required to keep another copy in their planning guides for immediate use. All operators are responsible for knowing how to use risk management and USAREC Form 1144 - Rev 1.

Risk management provides a logical and systematic means of organizing information for rational decision making in order to identify and control risk. Risk management offers individuals and organizations a powerful tool for eliminating accidents and increasing effectiveness. This process has the advantage of being accessible to and usable by everyone in every setting or scenario. It ensures that all Army personnel will have a voice in the critical decisions that determine success or failure in all our missions and activities, on- and off-duty.

For more information visit the Risk Management Web sites: United States Army Safety Center at <http://safety.army.mil>; Field Manual 100-14, Risk Management, at <http://www.adtdl.army.mil/cgi-bin/atdl.dll/fm/100-14/default.htm>.

Risk Management Matrix

		HAZARD PROBABILITY				
		Frequent	Likely	Occasional	Seldom	Unlikely
		A	B	C	D	E
SEVERITY	Catastrophic	I	EXTREMELY HIGH			
	Critical	II	HIGH			
	Marginal	III	MODERATE			
	Negligible	IV			LOW	

Family Gathering Supports Army Enlistment

Story and photo by Tom Blackwood, Sacramento Recruiting Battalion

Every day, many young men and women proudly enlist in the Army. More often than not these proud young citizens who raise their right hands to take the Oath of Enlistment do not get the recognition they deserve.

However, once in a while an occasional exception to the rule takes place at the MEPS that goes beyond the normal daily routine.

Call it a family gathering of support. Imagine having two generations of family members coming to the MEPS to support your enlistment into the Army. That's exactly what happened when Darius E. Upshaw Jr. showed up at Sacramento MEPS.

Wow! Talk about an impressive support group. Delores Upshaw, grandmother to Darius stated, "I'm very proud to see my grandson enlist in the Army." She added, "My whole family is proud of Darius!"

Darius is not the only family member who's serving in the Army. Both his aunt and uncle, MSG Raymonde' Hall and MSG Roscoe Hall, proudly serve in the Army.

According to MSG Raymonde' Hall, Army Reserve Operations NCO at the Sacramento Recruiting Battalion, "The family was quite surprised when Darius decided that he wanted to join the Army and serve in an Army band. He'll be playing one of his favorite instruments, the electric guitar." She added, "The family assumed that Darius would attend college and earn a degree in music."

Darius has already made his mark in the music business. The Darius and Rosezetta Upshaw Band (DRU Band) has been well recognized within the music industry. According to Darius, "It is exciting to see our name on the bill with people like Gladys Knight, Etta James, John Lee Hooker, and Koko Taylor." Darius further commented, "To have Pete Escovedo invite us on stage to jam, to have Carlos Santana in the audience, then come backstage to meet us, it's pretty exciting!"



Darius Upshaw Jr.'s family gathers at the Sacramento MEPS. (L-R) Sheila Roberts, Darius Upshaw Sr., Darius Upshaw Jr., MSG Raymonde' Hall, Delores Upshaw (grandmother), SFC Lamont Carney, and MSG Roscoe Hall.

Darius added, "To be on national television, to get encouragement from B.B. King and to get a pat on the back from James Moody. To be known in the music world as 'Those kids!' People walk up to us and say, 'You're those kids!'"

Darius concluded, "Of all the stars we met, nothing was as special as seeing my grandmother in the audience in New York City. A face from home always makes me feel good!"

MSG Raymonde' Hall added, "While I was stationed at Fort Lewis, I brought Darius to an Army band concert. Darius approached the stage and asked the guitar player if he could touch his guitar. The young sergeant gave the guitar to Darius and he started playing and singing."

Hall concluded, "Darius and his sister, Rosezetta, have been performing since they were 10 and 8 years of age."

Playing music is what Darius wants to do in the Army. Not only will he get some of the best music education (six months) at the Army School of Music, he will also qualify for the U.S. Army College Fund.

In addition, Darius has qualified for the Army Civilian Acquired Skills Program, which means that upon his date of enlistment, he will be automatically promoted to E-3.

Army Officers Promoted at Ground Zero

New York City Battalion

(L-R) Fort Hamilton Commander, COL Kewyn Williams; MAJ Ronald D. Dudley; MAJ Michaela Phillips; MAJ Nancy Bodyk; and LTC Arnold C. Piper, New York City Recruiting Battalion commander, at Ground Zero. Bodyk and Phillips were recently promoted and their promotion ceremony was held at the site of the former World Trade Center.



Korean-American Does It All for the U.S. Army

By John C. Heil III, Sacramento Battalion

Consistency in recruiting is not a typical trait. Even the best recruiters have off months when they can't sign someone up. However, SSG Daniel Wrightsman defines "consistency," as he has written a least one positive contract for every month since he began recruiting in April 2001.

"SSG Wrightsman typically puts in about three contracts per month," said CPT Christopher Dunlap, Sacramento Valley company commander. "He is a consistent performer. I know he'll find contracts for the company."

"He's one of my heavy hitters," said SFC Earl Raehsler, Fair Oaks station commander. "He's done an outstanding job for our station."

So, what has led to Wrightsman's success as a recruiter?

"He's very thorough with his conducts," said Raehsler. "He has a lot of trust with his applicants. They seem to like him as a person. He's relentless and committed as far as doing his job. When he's on leave, I have to ask him to leave the office."

With a sense of trust between him and his DEP soldiers, Wrightsman has an extremely high ship rate.

"Being an infantryman, I rely on a lot of planning," said

Wrightsman, a 30-year-old Korean-American. "I use common sense, stick with a plan and stay motivated. I always ask for help if I need it. I'm not afraid to ask my station commander or first sergeant for advice. They can always provide another way to help an applicant."

Wrightsman, who was born in Seoul, is not just a top-notch recruiter, but he's also heavily involved in his community and is a model soldier.

"He's a dedicated infantry soldier, who is a stellar athletic person," said Dunlap. "I run into him at the World Gym every morning I'm there."

Along with persistently lifting weights, the 11-year Army veteran also is heavily involved in one of his local high schools, Casa Roble. He works with the foreign language department and has organized trips to the Defense Language Institute in the past. Wrightsman has also put a lot of time into the JROTC program at the school, helping provide a strong leadership example to the juniors becoming seniors during the summer leadership programs.

"I lead by example," said Wrightsman, who's produced two contracts from his participation with the JROTC program. "I tell them that leadership is more than just telling people what to do. It's more about managing than directing."

The military has always been a part of Wrightsman's life. His father, Paul Wrightsman, has served our country and his sister, CPT Patti Fitzgerald, is currently a company commander in the 1st Armor Division of the Quartermaster Branch in Germany.

Even though his father and sister were both officers in the military, Daniel was more interested in the enlisted part of the military.

"I like the enlisted side of the house," said Wrightsman, who holds an Expert Infantryman's Badge (EIB) and an Air Assault award. "As an enlisted member, I get to train soldiers and work with them, which I wouldn't have as much of a chance to do as an officer."

During Wrightsman's time at Schofield Barracks in Hawaii and in Korea, he picked up a greater sense for Asian-Pacific Islander Month (May).

During a speech by Senator Daniel Inouye in Hawaii, Wrightsman learned about what the 442nd Asian-American Military Infantry Division did for the United States during World War II in Germany.

"I have a deeper appreciation for what Asian-Pacific Islanders have done for this country," said Wrightsman.



SSG Daniel Wrightsman lifts weights at the World Gym. (Photo by SFC Timothy Adcock)

PT Challenge With Local Business

By Leslie Ann Sully, Columbia Battalion

Nineteen civilians recently found out what it is like to be in the Army — at least physically. Twenty-eight Columbia, S.C., insurance company employees and one local TV reporter volunteered to take the Army PT test during their lunch hour. Army recruiters from St. Andrews Recruiting Station and several battalion trainers prepared the run/walk route and administered the test. "I wish the PT test could always be this much fun," said 2LT Neysa Williams about the day.



Employees start their run/walk portion of the test.

Army Recruiter Recognized as Top Karaoke Singer

Story and photo by Tom Blackwood, Sacramento Battalion

SSG Jericho DelRosario from the Florin Recruiting Station has found an entertaining way to help release some of the daily stress that comes from being an Army recruiter.

"I work very hard and put in long hours being an Army recruiter" said DelRosario. He added, "I'm very proud serving my country. Being an Army recruiter is often rewarding, especially when you make mission, but it's not easy."

DelRosario, like most other recruiters, faces a daily challenge trying to win that daily battle of "Put 'em Boots!" Everyday, the goal or mission requirements are constantly staring at you. You're working by the book. You work hard; you follow your daily planner; you make that extra telephone call; you leave to make that scheduled appointment; you're tired, hungry, and you want to go home.

About this time you probably notice that your stress level is starting to rise. It seems like everyone outside your office building is heading home to see the wife and kids. Again, you think why am I here in my office, sitting behind this desk? Again, your stress level starts to rise.

This seems to be a normal behavior pattern for most Army recruiters. You're doing your job! You do it well! You're proud, dedicated, and want to be successful. It's late! Now your stress level is up.

Each Army recruiter has his or her way of relieving stress. Experts say exercise is an excellent way to relieve stress. How about singing? Well singing is exactly what DelRosario does to relieve his stress.

In fact, DelRosario has earned a few top honors for his karaoke singing. In 1994 while he was stationed in Saudi Arabia, he was selected as the winner for all Army and Air Force soldiers karaoke singing contest. He's also won a national karaoke championship in Hawaii and won the title "Karaoke King of Sacramento."

The Lions Club of Sacramento just recently presented DelRosario this top singing karaoke award.

According to Karaoke Scene Magazine, "Karaoke is a Japanese abbreviation compound word: 'kara' comes from 'karappo' meaning empty, and 'oke' is the abbreviation of 'okesutura,' or orchestra."

It is now widely recognized that the use of karaoke started at a snack bar in Kobe City. It is said that when a strolling guitarist could not come to perform at the bar due to illness or other reasons, the owner of the bar prepared tapes of accompaniment recordings, and vocalists enjoyed singing to the tapes. Even though it is only legend, this might have been the beginning of karaoke, and since then, karaoke has been commercialized and has become popular all over Japan, according to Karaoke Scene Magazine.

How DelRosario can find the time to work his full time job, raise a family, and perform karaoke singing on stage is truly amazing. DelRosario commented, "The Army and my

family are my life." He added, "Karaoke singing helps me balance my life."

DelRosario stated, "I sing to help reduce my stress. I have made many friends where I sing. Most of all my friends where I sing call me, 'The singing soldier.' My favorite singer is Elvis Presley and my favorite song is 'It's Now or Never,' a popular song sung by Presley."

DelRosario added, "My name and reputation as a karaoke singer and Army recruiter has left a good impression in the Filipino community. I leave my business cards wherever I entertain. Often I get calls from people who have seen me sing. When I meet with Army prospects, I tell them the Army is not all about work. It's also about having fun and making new and lasting friends. It's about being able to meet a challenge, earning respect, and being proud of what you have accomplished."



SSG Jericho DelRosario holds his award for being "Karaoke King of Sacramento." The award was presented by the Lions Club of Sacramento.

Pittsburgh Recruiter Re-ups on the Steelers' Home Field

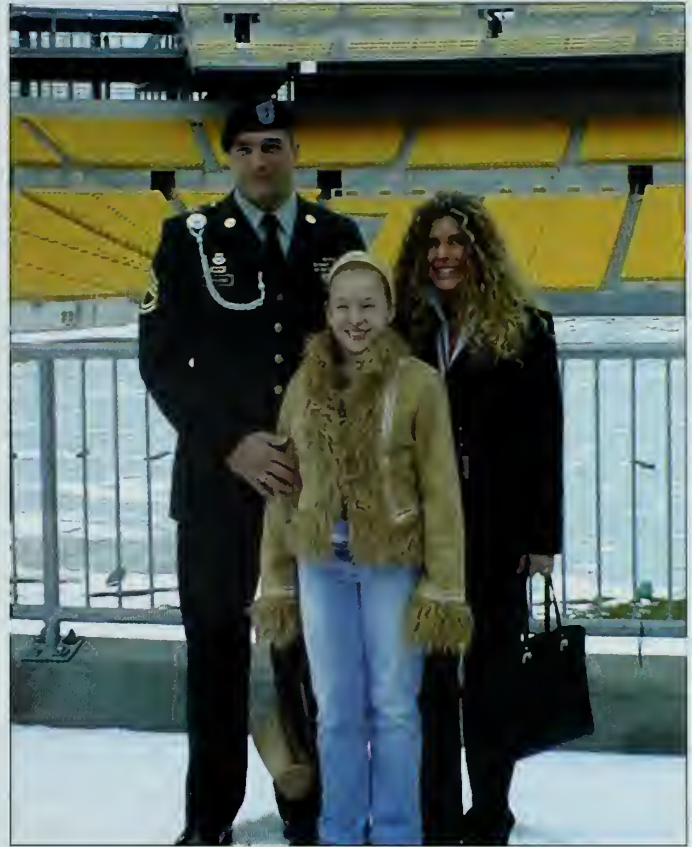
Story by Karen Brockunier, Pittsburgh Battalion

"You know, when you first raise your hand and take the oath to '... support and defend the constitution of the United States against all enemies, foreign and domestic; that I will bear true faith and allegiance to the same...' it's a special feeling because you know you are doing something special," says SFC Todd Cercone, an Army recruiter assigned to the Pittsburgh Battalion. "And that feeling just keeps on getting stronger and stronger with each passing year. Reenlisting isn't just some little detail to me — I wanted to reaffirm my commitment to my country and I wanted to do it in front of God and my family and I wanted to make it personally special."

Cercone did that when he stood in front of LTC Robert Salvatorelli, commander of the Pittsburgh Battalion, in the "red zone" of Heinz Field at 1:00 p.m., Wednesday, Feb. 26. He took the oath of enlistment for an indefinite number of years of additional Army soldiering until he makes the decision to retire. A diehard Steelers fan (who, in Pittsburgh, isn't?), Cercone, with assistance from some fellow recruiters, contacted the Steelers organization with the request to hold the ceremony at Heinz Field. And the Steelers very graciously agreed.

A Pittsburgh native, Cercone enlisted in the Army's Delayed Entry Program in 1985 and shipped off to Basic and Advanced Individual Training at Fort McClellan, Ala., to become a military policeman. He did a three-year tour of duty in Germany and then returned to the states, left the Army and joined a National Guard unit in Greensburg. But he came back to the Active Army when he was offered the opportunity to choose where he would be stationed. He chose Fulda, Germany, and spent two years there before once again returning stateside — this time to become an instructor at the MP School at Fort McClellan.

He remained as an instructor at the school from 1992-95 when he was selected by the Department of the Army for recruiting duty. After 18 months of recruiting in the Philadelphia area, Cercone realized he had a knack for recruiting and converted to 79R to remain a recruiter for the rest of his career. He left Philadelphia to return to the Pittsburgh area in 1998 and has served as commander of recruiting stations in Charleroi and Whitehall, in addition to a stint as a trainer of new



SFC Todd Cercone, and his wife, Joy, and daughter, Casey Nicole, prior to his reenlistment before the Steelers game at Heinz Field. (Photo by Rose Drennen)

recruiters. He recently assumed command of the recruiting station located in the Beaver Valley Mall in Beaver County.

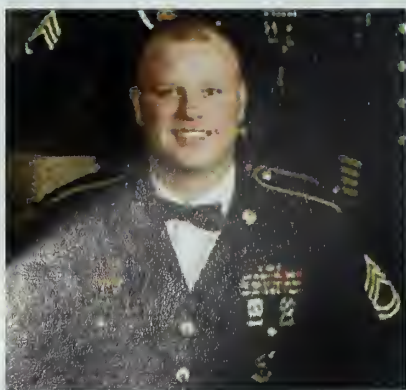
"My goal is to become first sergeant of a recruiting company," says Cercone. "There's a great feeling of satisfaction in the knowledge that I'm helping a lot of young men and women onto a path for a better life — training for a good job, money for education, a chance to grow in so many ways. And the chance to serve their country."

"Sure," he admits, "there are advantages to being a recruiter. I'm able to see my wife, Joy, and daughter, Casey Nicole, every night because I'm not out on a field exercise or on an unaccompanied tour to Korea. But if my country needs me to do that, I'll go in a heartbeat."

Jim Thorpe Company Commander Lectures at Penn State Hazelton Campus

Harrisburg Battalion's Jim Thorpe Recruiting Company commander, CPT David Share, an NBC officer, gave a lecture to the Penn State Hazelton Campus students and faculty on the threat of bio-terrorism. Amanda Christman (left) of Hazelton's newspaper, The Standard Speaker, wrote an article on the event.





In Memory of a Friend

By Rae Noia Smith, Salt Lake City Battalion

SFC Randall (Randy) Rehn, a former recruiter and station commander for the South Salt Lake Recruiting Station, was killed in action April 3, while serving in Iraq. Rehn worked in the Salt Lake Battalion from 1999 to 2002 and was remembered as an outstanding soldier by 1SG Michael Lynch. "He was always doing more than the Army required and was instrumental in the station's success." He is survived by his wife, Raelynn, and 6-month-old daughter, Megan, of Lawton, Okla.

He was a great friend ... He will be missed.

Army Activates Army Family Assistance Hotline

Army News Service

The U.S. Army Community and Family Support Center, in conjunction with the Army Family Liaison Office, has established a toll-free Family Assistance Hotline. The number is (800) 833-6622.

"The mission of our Family Assistance Hotline is to provide Army families caring support in the form of accurate information, useful resources, and helpful referrals related to family issues," said BG Robert L. Decker, commander of the USACFSC, the Army agency responsible for Morale, Welfare, and Recreation. This Family Assistance Hotline is a 'safety net' for those who have exhausted all other resources," said Decker. "We will do everything we can to help each and every caller."

The hotline is intended for use only by family members of soldiers on active duty as well as those in the Army National Guard and the Army Reserve called to active duty.

After hearing a short, recorded message, callers will be able to speak to hotline staff members who have access to extensive reference materials. Staff will be unable to answer questions about casualties or soldiers wounded or missing in action. Because of the sensitivity of this information, the Army's Casualty Assistance Office will first contact the soldier's immediate family.

Once the Army is certain that the soldier's next of kin have been notified, information about soldiers' deaths will then be released to the public through news releases and other means such as the media and Department of Defense Web sites. Due to operational security and force protection concerns, CFSC hotline staff cannot provide locator services (addresses) for soldiers or units, or information about operational matters.

The hotline is toll free when called from the continental United States, Hawaii, Alaska, Puerto Rico, Guam, and the Virgin Islands. Hotline staff will answer calls from 8 a.m. to 8 p.m. daily Eastern Standard Time to answer family support-related questions. Emergency assistance will be provided between the hours of 8 p.m. and 8 a.m. EST.

"Our staff will assist all callers by listening, explaining, and directing them to the most helpful resources we can," said Gail Lovisone, manager of CFSC's Family Assistance Hotline call center. Lovisone emphasized that the first place families of active duty soldiers should contact is Army Community Service or the unit rear detachment at the installation from which the soldiers deployed.

The Army National Guard and the Army Reserve state and regional support commands also operate assistance lines, though they may not always be toll free. Information is also available at www.guardfamily.org and www.army.mil/usar.

"We may often refer callers to the installation because installation ACS staff have local resource telephone numbers and more detailed information," explained Lovisone.

In addition to local and Army level assistance via telephone, family members can find answers to many routine questions about family readiness, Army Community Service, and deployment support resources online at the ACS Web site, www.goacs.org, and at the Army

Family Liaison Office Web site, www.aflo.org.

"We anticipate a high volume of calls, so we strongly urge people to use those Web sites as a first stop," noted Lovisone. Recognizing that not all households have Internet connectivity, Lovisone suggested families use computers at installation ACS centers or at on-post or local civilian libraries.

New Wartime Commercial Aired in March

By SSG Marcia Triggs, Army News Service

Although not one word is spoken, the soldiers featured in the Army's latest recruiting commercial say to the world, "Through honor and courage, we win wars," officials said.

The new commercial aired March 20. All Army recruiting commercials were replaced that week by "Creed," the Army's wartime commercial, said Paul Boyce, a public affairs specialist for the Office of the Chief of Public Affairs.

Other recruiting commercials, such as the popular Ice Soldier, that features Special Forces climbing a mountaintop, will run again, Boyce said. "Creed" will run indefinitely, he added.

The wartime commercial emphasizes excellence among individual soldiers and within the team, Boyce said. It consists of close-ups of soldiers and their unit crests. The message behind the crests is that each one was designed to tell that unit's history, Boyce said. When a soldier joins that unit, he becomes a part of that team and adopts that history, he added.

"We Will Always Win," is the motto of the 391st Regiment, a New York Reserve unit. It is the last distinctive insignia to be shown on both the 30- and 60-second commercials. Viewers saw up to 12 different crests showcased from both active and reserve-component units.

Just like in all the other commercials created by Leo Burnett USA, actual soldiers are featured and the units represent Fort Sill, Okla.; Fort Hood, Texas; and Chievres, Belgium, among others.

"Leo Burnett USA, the Army's advertising agency, created a tribute to soldiers and an ad that expresses gratitude to the American public, whose

sons and daughters have volunteered to serve in the military," Boyce said. "But it is still a recruiting video.

"It features a silent tag line that says 'Army of One,' the logo — a distinctive Army star — and the www.goarmy.com Web address.

The Army's current advertising agency, Leo Burnett USA, has been creating recruiting ads for three years. Army recruiters have exceeded their recruiting goals for the last three years.

The Army's recruiting goal for the last fiscal year was 79,500 and recruiters actually brought 79,604 soldiers onto active duty. The Army Reserve recruiting goal was 28,825 and a total of 31,319 reservists were recruited.

Special Duty Assignment Pay

There is good news for soldiers who are now receiving Special Duty Assignment Pay (SDAP). Effective Oct. 1 of this year, SDAP pay scales will increase. The new pay scales will range from \$75 to \$450 and are in increments of \$75.

Current SDAP Level	SDAP Scale	Effective Oct. 1, 2003
1	\$55	\$75
2	\$110	\$150
3	\$165	\$225
4	\$220	\$300
5	\$275	\$375
6	\$375	\$450

There was a change for career counselors whose PMOS is 79S (Grade E8 and below). They were increased from SDAP level 3 to level 4. Below reflects the latest change (current SDAP/New SDAP effective Oct. 1, 2003).

SDAP Level 3 - \$165 to \$225

Regular Army and Reserve Component career counselors whose PMOS is 79S (grade E9 and above) and whose duty position entails reenlisting soldiers currently on active duty or transferring or enlisting soldiers into Reserve Components.

SDAP Level 4 - \$220 to \$300

Regular Army and Reserve Component career counselors whose PMOS is 79S (Grade E8 and below) and whose duty position entails reenlisting soldiers currently on active duty or transferring or enlisting soldiers into Reserve Components (From MILPER message 02-249).

Staff recruiters assigned to staff-level positions as CSMs and staff for brigade and Headquarters, USAREC (includes brigade and above master trainers); recruiter instructors assigned to the Recruiting and Retention School; or DA-level staff recruiters.

SDAP Level 5 - \$275 to \$375

Recruiters not assigned an objective are authorized SD-5. Recruiters in positions that recruit battalion operations NCOs or exhibitors (including AMEDD detachment operations NCOs and trainers).

SDAP Level 6 - \$375 to \$450

Production recruiters are field recruiters (including Army Medical Department (AMEDD) detachment enlisted recruiters, SF recruiters, and tech warrant officer recruiters), station commanders, first sergeants, battalion CSMs/SGMs, recruiter guidance counselors, and recruiter trainers (recruiting battalion senior and master trainers).

There will also be an increase in SDAP for Brigade Senior Master Trainers from level 4 to level 6. Details to follow in a soon-to-be released MILPER message.

(From MILPER message 02-249)

Memorial Day — May 26



Army to tighten travel-card policy

By SSG Marcia Triggs, Army News Service

Using the government travel card when changing duty stations will no longer be permitted, and Army officials said non-authorized use of the card will be met with harsher penalties.

Congress directed the Department of Defense to develop a comprehensive disciplinary policy for military personnel and civilians who misuse the Bank of America travel card. The policy is scheduled to be released soon, said Francis A. Rago, the U.S. Army Travel Card Program manager.

In addition to discontinuing use of the travel card during permanent change-of-station moves, a memorandum from the

Office of the Secretary of the Army states that cards are to be deactivated prior to departure from duty stations, unless there is temporary duty en route.

Other changes to the travel card program, effective immediately, are: commands and activities should not use the card to pay for conference registration fees; charge cards of mobilized reservists will be transferred to active-duty agencies and deactivated until use is required; cardholders are not required to use their card for travel expenses associated with mission deployments.

At the installation level, one of the first changes program coordinators made was to put the accounts of infrequent travelers in a closed or inactive status.

"We started cutting our list of cardholders two years ago by deactivating accounts, and we have a success story now," said Cynthia Jackson, from the Garrison Resource Management Service Center at Fort McPherson, Ga.

"The Army's goal is for installations to keep dollars delinquent below 4.5 percent and account delinquencies below 3 percent, ours is at 1 percent," Jackson said. "Creating a smaller list of cardholders allows us to keep tabs on our users. We know who is traveling and what they are doing while in travel status."

Fort McPherson is following the example set by DoD and the Army, by limiting their number of cardholders. The Army has cancelled more than 156,000 travel-card accounts since October and currently has 280,000 open accounts. The number of accounts will fluctuate, and once current legislation is implemented, cards will not be issued to those who are not credit-worthy, Pentagon officials said.

Commanders and program coordinators have always had the responsibility of maintaining accountability of their cardholders, but according to the January memorandum from Army Secretary Thomas White's office, travel-card coordinators now must review at least 10 percent of active accounts monthly. Investigating accounts is how Jackson said her organization keeps cardholders out of danger of nonpayment.

"If we notice that an account is 30 days late, we contact the commander or

unit point of contact before the account goes past 60 days," Jackson said.

The travel card program is simple, Rago said. Cardholders use the card only for official travel expenses, a claim for reimbursement is done immediately upon return, and split disbursement is used to pay their travel card bill.

Under split disbursement, part of a reimbursement would be sent directly to Bank of America and the balance to the traveler's bank account.

Congress is now considering legislation that could mandate split disbursement for some cardholders.

In any case, not paying the bill could affect the user's credit and security clearance, Pentagon officials said. At Congress' direction, there will be a government-wide quarterly report on the travel card program, to include a statistical summary of disciplinary action taken, officials added.

Three years ago DoD mandated that federal employees use the travel card for all official travel expenses such as lodging, transportation, rental cars, and other allowable charges. That changed after July 2002, when a U.S. General Accounting Office audit found numerous incidents of cardholder abuse, lack of accountability, and inadequate command emphasis.

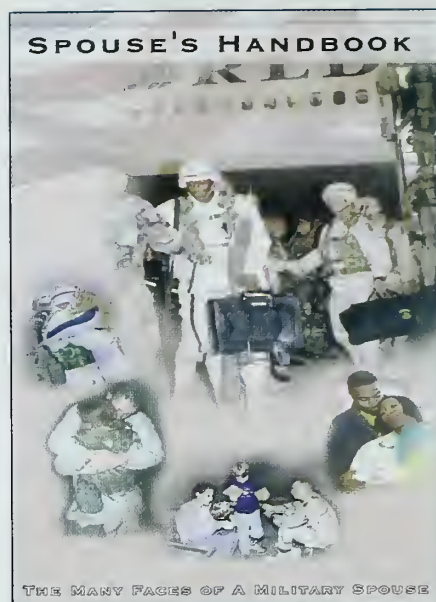
"The GAO report correctly pointed out many problems with the Army's implementation of the travel-card program, and the Army is increasing scrutiny and taking corrective actions to resolve misuse and delinquency in the Army Travel Card Program," Pentagon officials said.

Since March, there were 6,869 delinquent travel card accounts, equating to \$4.1 million in delinquency. Those numbers show progress in reducing the Army's outstanding debt to Bank of America, officials said. Accounts that have past due balances made up 16.25 percent of Army accounts last year, but delinquent accounts now only total 5.24 percent.

Handbook Assists Spouses in Adapting to Army's Culture

By SPC Jimmy Norris, *The NCO Journal*

The Army is a world of its own that can be as unnerving as a first visit to a



foreign country. It has its own culture, customs and even its own language. Acronyms like BAH, PX, and ACS are all part of a soldier's daily lexicon. Soldiers don't sit down to dinner at 6 p.m. They eat chow at 1800. Even to new soldiers, military life can sometimes be confusing. To spouses, who are thrown into the military community without any introduction, it can be somewhat daunting.

But help is on the way. *The Spouse's Handbook*, an online resource for soldiers' spouses, was released Feb. 1. *The Spouse's Handbook* is an initiative of Sergeant Major of the Army Jack Tilley, who wanted a book for young spouses who are unaware of what's available to them within the Army support network said *The Spouse's Handbook* editor, Billy Williams, a training specialist assigned to the U.S. Army Sergeants Major Academy Directorate of Training and Doctrine.

While the book's target audience is the spouses of soldiers who are graduating the Primary Leadership Development Course, *The Spouse's Handbook* is designed for the spouses of soldiers of all ranks and military occupational specialties or branches, Williams said.

"The protocol used for a junior enlisted spouse is same as that used for a senior enlisted [soldier's] or officer's spouse," Williams explained.

The book offers information on military customs and courtesies, services and problem solving. The book includes chapters on Army Family Team Building, Family Advocacy, and social functions. It

spells out military acronyms, military time and traditions, and includes a directory of useful services.

"It's designed mainly for spouses who don't know much about the military," said Shirley West, one of the main contributors to *The Spouse's Handbook*. With 30 years experience as an Army spouse, West has been a part of the soldier-spouse-Army team as her husband has risen through the ranks from private to command sergeant major. She's the veteran of 16 permanent change of station moves. She's held down the homefront and survived on her own through what's added up to 10 years of accumulated field time and countless temporary duty assignments. She's also served as advisor for several family readiness groups. "When a soldier is about to become a sergeant, [*The Spouse's Handbook*] explains to the soldier's spouse what the new sergeant's job will be and what the spouse's role will be should she choose to participate."

"The military is now using a husband-and-wife-team concept," added Williams. "This is a tool that will equip the spouse to be a member of [the] team in the military support chain."

Williams started working on the handbook in November 2001. Shortly after finishing the first draft of *The Spouse's Handbook* five months later, he sent a copy of the 10-page booklet to West, who'd helped write *The Handbook for New Army Spouses*, a guide offered by Fort Campbell's Army Community Service, and asked for her input.

Together West and Williams began polling spouses throughout the Army to find out what they felt they needed to know. They e-mailed more than 100 people and enlisted the help of every major command sergeant major in the Army.

The result of their efforts is a 39-page booklet aimed at making the military lifestyle easier to understand for the civilian spouses of soldiers.

"It's a how-to and a need-to-know booklet for spouses not familiar with the military," said Williams. "It's what every spouse wished they'd known before their soldiers reached the senior-NCO or senior-officer level. There's not a lot of military jargon and it's easy reading."

West explained that *The Spouse's Handbook* is a living document. In fact, the Feb. 1 release is just the first edition.

"By no means do we know everything," she said. "We're going to solicit feedback for updates and additions. Since it's online, we can update without the cost of producing new books."

The Spouse's Handbook, which according to Williams, will be easy to download, is posted online at <http://usasma.bliss.army.mil>. First click on "Training and Doctrine," then "PLDC" and finally "What's New."

(Editor's Note: Reprinted from *The NCO Journal*, Jan. 2003.)

Recruiter Journal Named 2nd in DA Magazine Competition

The Recruiter Journal was awarded 2nd place in the Army's magazine-format publication category announced in March.

The Keith L. Ware Journalism Awards Competition judging was conducted March 5 and 6 in Alexandria, Va. A panel of 23 professionals from the commercial media, academia, and the Department of Defense community reviewed 230 print submissions.

Content, layout and design, and use of photography were some of the criteria considered in the magazine category. The Recruiter Journal staff consists of Pearl Ingram, editor; Beverly Harrison and Walt Kloeppel, associate editors; and Joyce Knight, cover designer.

Joyce Knight also received Honorable Mention in the Art/Graphics in Support of a Publication category for the January 2002 Recruiter Journal cover.

Recruiters of the Year Honored

By Joe Burlas, Army News Service

To a man, this year's top recruiters, career counselors, and retention NCOs agreed that while they were honored and humbled to be selected as the best in their fields, they are only representative of today's superb workforce that keeps the Army fully manned.

Secretary of the Army Thomas E. White recognized six members of that workforce during a Pentagon awards ceremony April 3.

Honorees were: SFC Shane Wentz, active-Army career counselor of the year; SFC Mark Gearing, Army Reserve career counselor of the year; SFC Thomas Downs, active-Army recruiter of the year; SSG Calvin Lamont, Army Reserve recruiter of the year; SFC Terance Anderson, Army Reserve retention NCO of the year; and SFC Barry Bond, Army National Guard recruiting and retention NCO of the year.

While the honorees acknowledged that a professional recruiting and retention workforce is important to attract and keep America's brightest and best, they said a caring and proactive chain of leaders was also important to keeping the force manned.

The three recruiters of the year said the biggest challenges they faced were getting their foot in the door of the family house and clearly demonstrating the many opportunities the Army offers as something real and attainable.

Downs, working out of the Jacksonville, Fla., Recruiting Battalion, said a big part of his success has been persistence. He spoke about the year he spent keeping in contact with Justin Molotzak as the young man drifted between part-time jobs. Molotzak is now out of Military Police training and assigned to Eighth Army. He will attend the U.S. Military Preparatory School, Fort Monmouth, N.J., next school year.

For Lamont, from the Dallas Recruiting Battalion, Denton, Texas, success in recruiting means finding out what potential recruits want in life and then showing them exactly how the Army can help achieve their goals. Some want a college education; others job skills; and some, travel opportunities, Lamont said.

Bond, from the Minnesota State Area Command, said he often looks back to when he was recruited and takes a few lessons from the sergeant who recruited him.

"You have to sell yourself first and then the Army," Bond said.

All of the honorees agreed honesty was critical in establishing and maintaining relationships with recruits, soldiers, and their families.

Another point of agreement was

each of their successes could not have been possible without a supportive and understanding wife.

"I spend a lot of hours at night getting the job done because that is often the only time potential recruits and their parents can meet with me," Downs said. "My wife runs the household — taking care of the kids, watching over the finances and cooking the meals. I would not be where I am today without her support."



May 9th is Military Spouse Day and May is National Military Appreciation Month and

The Friday before Mother's day each year has been set aside to honor military spouses. The purpose of this special day is to thank military spouses for the support they give to their family and other military families, to honor their contributions to the communities where they live, and to acknowledge the sacrifices they make every day in support of their military member and our country. Both mothers and fathers face the daily challenges of military life that often include deployments, family separations, and frequent moves. These spouses are the ones left "holding down the fort" allowing our military members to successfully complete their missions and not worry about their family at home.

Armed Forces Day

May 17, 2003, marks the nation's 53rd Armed Forces Day, honoring the men and women who make our armed forces the finest fighting force in the world.



Gold Badges



RSM MARCH 2003

ATLANTA

SSG Martin Winheimer
SSG Anthony Gilbert
SSG Shantrell Collier
SGT Thomas Whidbee
SGT Clinton Abrams

BECKLEY

SFC Michael Manning
SFC Kenneth Golder
SSG Robert Rue
SSG James Barton
SSG Matthew Altizer
SGT Timothy MacArthur

COLUMBIA

SGT Derrick Baxter

COLUMBUS

SSG Benjamin Zumlock
SSG Jeffrey Anthony
SGT James McLeese
SGT Travis Pheanis
CPL Aaron Weaver

CHICAGO

SGT Andres Villahurtado

DALLAS

SFC Blaine Davis
SFC Jeffery Farmer
SFC Alice Gatlin
SSG Eustolia Delgado
SSG Ginger Crawford
SGT Alfred Salazar

DES MOINES

SSG James Smith II
SSG Robert Leborgne

GREAT LAKES

SSG John Davis
SGT Patrick Brooks
SGT Timothy Ortiz
SGT Daniel Hawkins
SGT Kurt Douglas

HOUSTON

SFC Thomas Kinlaw
SFC Ariel Fernandez
SFC Robert Gerace
SFC Layton Edwards
SSG Miguel Vera
SSG James Phillips
SSG Charles Nicholson
SSG Michael Harrington
SSG Glenn Dudley
SGT Jacob Lopez
SGT Charles Matos
SGT Eric Jackson

SGT Edward Garcia

SGT William Peery

JACKSONVILLE

SSG Turi Foresyth
SSG Justin Fisher
SSG John Wallace
SSG Eddie Broughton

LOS ANGELES

SFC Areil Fernandez
SFC Layton Edwards
SFC Darren Warren
SSG Douglas Flach
SSG Michael Camacho
SSG Steffen Maron
SSG David Dupree
SSG Erick Taylor
SSG Charles Ramey
SSG Jerome Vanderhoof
SSG Steven Mollnhauer
SSG Bradford Bardin
SSG Abel Uribe
SSG Leonard Govea
SSG James Staten
SSG Richard Van-Orden
SSG Palmer Gerald
SSG Kaseen Murry
SSG Manuel Perez
SSG Tompall Cromer
SSG Anita Guevara
SSG Kevin Miller
SGT Juanita Willis
SSG Benaiah Hicks
SSG Harold Randolph
SGT Christopher Claypool
SGT Christopher Burke
SGT John Fulton
SGT Christopher Starks
SGT Adam Johnson
SGT John Espanola
SGT Aaron Elizarraras
SGT Tommy Maddox
CPL Victor Cortezcontreras
CPL Nath Neth

SSG Steven Mollnhauer

SSG Bradford Bardin

SSG Abel Uribe

SSG Leonard Govea

SSG James Staten

SSG Richard Van-Orden

SSG Palmer Gerald

SSG Kaseen Murry

SSG Manuel Perez

SSG Tompall Cromer

SSG Anita Guevara

SSG Kevin Miller

SGT Juanita Willis

SSG Benaiah Hicks

SSG Harold Randolph

SGT Christopher Claypool

SGT Christopher Burke

SGT John Fulton

SGT Christopher Starks

SGT Adam Johnson

SGT John Espanola

SGT Aaron Elizarraras

SGT Tommy Maddox

CPL Victor Cortezcontreras

CPL Nath Neth

MIAMI

SFC Everett Best
SFC Useeth Jones
SFC Jorge Laboymorales
SFC Johnathan Stephens
SSG James Vance
SSG Kevin Duquette
SSG Darwin Rivera Ruiz
SSG Hilda Garcia
SSG Edward Olivencia
SSG Ulises Marrero-Diaz

SSG Jose Sotoecheverria

SSG Claudio Ramirez

SSG Gabriel Bellamy

SSG Malcolm Mickler

SSG Sean Baker

SSG Timmy Gaskin

SSG Heath Wagner

SSG Cesar Deluna

SSG Joel Mckay

SSG Samuel Taylor

SSG Winston Ferris

SSG Patrick Carrasquillo

SSG Joshua Powell

SSG Kinzell Downing

SSG Timothy Gallagher

SSG Steven Quinn

SSG Calvin Ray

SSG Shawn Rose

SGT David Holley

SGT Ryan Dugan

SGT Milton Marreo

SGT Maria Estremera

SGT Lillan Moreria-Santana

SGT Armando Acosta

SGT Adam Martinez

SGT Micheal Rei

SGT Tiffani Davis

SGT Ronald Chestnut

MILWAUKEE

SGT Shane Korevaar

MINNEAPOLIS

SFC Terence Anderson

SGT Brent Ewing

MONTGOMERY

SFC Kenneth Anderson

SFC David Morrison

SSG Lewis Simpson

SSG Isreal Baugh

SSG Patrick Vilt

SSG Dezeborah Evans

SSG Jason Beswick

SGT Arethra Glenn

SGT Jeffrey Slaughter

NEW ENGLAND

SFC Carlos Delcastillo

SFC Michael Greer

SFC Derrek McFarlane

SSG Matthew Herbert

SSG Stacy Miller

SSG Otis McMillian

SSG Jay Langlais

SGT Jonathan Shea

SGT James Schultz

SGT Phillip Johnson Jr.

SGT Jason Fellows

CPL Adam Folger

OKLAHOMA CITY

SSG Jeremy Freeman

SGT Courtney Tate

PHOENIX

SSG John Cannon

PITTSBURGH

SFC Alvin Hamilton

SSG Robert Dodd Jr.

SSG Keith Estep

SSG Lawrence Evert Jr.

PORTLAND

SFC Kelly Sanchez

SSG Marques Daniels

SSG Jacob Swartout

SSG Thomas Miller

SSG Joseph Walker

SSG Daniel Kopta

SSG Janelle Hane

SACRAMENTO

SSG Levi Suaunoa

SSG Elizabeth Littlejohn

SSG Michael Kelsey

SALT LAKE CITY

SFC James Lawler

SFC Edwards James

SSG Louis Matteau

SSG Robert Ford

SSG Matthew Raumaker

SGT Brandon Bennett

SGT John Burton

SGT Juan Magna

SGT Christa Alford

SAN ANTONIO

SGT Jacob Lopez

SGT Charles Matos

SGT Eric Jackson

SGT James Phillips

SGT Miguel Vera

SEATTLE

SSG Wayne Brown

SOUTHERN CALIFORNIA

SFC Andre Wash

SSG Christopher Jansen

SSG Jean Hernandez

SSG Glenn Fogle

ST. LOUIS

SSG Gregory Ellis

SSG Duane Merchant

SGT Jimmie Kirkman

SGT Myron Bogan

TAMPA

SSG Juan Diaz-Pollock

Recruiter Rings

RSM MARCH 2003

1ST AMEDD

SFC David Player

ALBANY

SFC Robert Curtis

ATLANTA

SFC Bobby Garner
SFC Thomas Winslow
SSG Steven Howard
SGT David Beard

BALTIMORE

SFC Alonda Grier
SFC Kevin Bidwell
SSG James Motes
SSG Kevin Austin
SSG Jason Staub
SSG Harley Arnold

BECKLEY

MSG Ronald Henry
SFC Henry Mabry Jr.
SGT Christopher Buckland

CHICAGO

SFC Kevin Walker
SFC Anthony Wilcox
SFC Marty Pickering
SFC Luis Perez
SFC Tony Thomas
SFC Marcus McKinney
SSG Kai Ruxlow
SSG Donald Wagman
SSG Joel Gonzalez
SSG Jason Parker
SSG Shawn Money
SGT Mario Osorio

COLUMBIA

SFC Karl Gore
SFC Terry Murphy
SFC Daniel Gorgan
SFC Kevin Buckner
SSG David Philbeck
SSG Carlos Harper
SSG Robert Ezzell

COLUMBUS

SSG James Bruce
SSG Christopher Urbanek
SGT Curtis Gross

DENVER

SFC David Douglass
SFC Patrick Knight
SSG Tyrone Beckem

DES MOINES

SFC Robert Morgan
SSG Tor E. Roppe
SSG Phillip Gillespie

HOUSTON

SSG James Zumwalt
SFC Craig Kelly
SFC John Holbrook

INDIANAPOLIS

SSG David Love
SSG Randall Mills
SSG Gil Lang II

JACKSON

SFC Patrick Lunsford
SSG Willie Dawson
SSG Carlos McKinney Sr.

JACKSONVILLE

SFC Angel Padilla
SFC Mary Slaughter
SFC Grady Crawford
SFC Frank Williams
SFC John Whitfield
SFC Victor Lovings
SSG Anthony Booze
SSG Leo Cornell

SSG Benjamin Thompson Jr.

SSG Isaac Romero
SSG Willard Holland
SGT Samuel Bell
SGT Eleanor Wiggan
SGT Jesse Thomas

KANSAS CITY

SFC Gregory Cowper

SFC Tasha Hernandez
SSG Bobby Lester

LOS ANGELES

SFC James Green
SFC Aquilino Sanchez
SFC Dale Scott
SFC Daryle Harper
SSG Anna Daffin
SSG Johnny Bryson
SSG Frank Blankenship
SSG Omar Fonseca
SSG Juanita Willis
SGT Steven Anderson
SGT Sylvain Paulino

MIAMI

SFC Angel Lozadasanchez
SFC Henry Yamada
SFC Burry Figueroa
SFC Javier Aponte
SFC Maxine Samedy
SFC Glenn Dawkins
SSG Edward Gibson
SSG James Monroe
SSG Jose Diaz
SSG Ivan Vidal
SSG Victor Melendez
SSG Rigoberto Miranda
SGT Alexander Gonzales-

Santiago

SGT Jose Yglesias
SGT Mark Steinfeld
SGT Juan Correa
SGT Darrell Betts

MILWAUKEE

SGT Jason Ufferman

MINNEAPOLIS

SFC Jimmy Franqui
SFC Marvin Boyd
SSG Daniel Claussen

MONTGOMERY

SFC Joseph McDuffie
SSG Kenneth Wagner

NASHVILLE

SFC Bobby Gray
SSG Rodford Seabolt
SSG Antonio Peyton
SGT Melanie Morris

NEW ENGLAND

SFC Mark Washington
SFC Peter Slivinsky
SFC Alan Bergers
SFC Johnny Welch
SFC William Sturgeon
SSG Steven Vachon
SSG Herman King
SSG Richard Millett
SGT Thomas Coveney

NEW ORLEANS

SSG Scottie LeBlanc

OKLAHOMA CITY

SSG Korey Fitzgerald
SGT Dorea Walker

PHOENIX

SFC Christopher Ward
SFC Fenella McFadden
SSG Brian Gately
SSG Earl Echohawk Jr.

PITTSBURGH

SFC Lawrence Gianageli
SGT Sondra Duplantis

PORTLAND

SFC Billy Stripling
SFC Garrett Ellison
SFC Michael Varga
SFC Walter Washington
SSG Filemon Garzon Jr.

RALEIGH

SFC Quinton Mason
SFC Laura Morrow
SFC Mary Pillsbury
SSG Charles Wilson
SSG Donald Littlejohn
SSG Fritz Kertson
SSG Dale Shavaliar

SACRAMENTO

SFC Timothy Adcock
SSG Jason Ollom



SSG Richard Asher
SSG Brian Clark
SSG Andre Wilkerson
SSG Robert Teague
SSG Robert Patyk

SALT LAKE CITY

SFC Patrick Trujillo
SFC Tracy Williamson
SFC Scott Mabe
SSG William Robb
SSG Robert Wolf
SSG Darin Fowler
SSG Peter Martin
SSG George Olson

SEATTLE

SSG Karen Harvey
SSG Henry Murray Jr.
SSG Enrique Rosario-
Gonzalez

SSG James Ripley

SOUTHERN

CALIFORNIA

SSG Manuel Flores

ST. LOUIS

SFC Robert Atteberry

SYRACUSE

SFC Timothy Wooden
SSG Joseph Wetzel

TAMPA

SFC Mia Harper-Hall
SSG Diego Nova
SSG Jason Provans
SSG Eduardo Diaz-
Santiago

SSG Torrence Worthly

SSG Antony Taylor

SSG Terrence Hynes

SSG Alvin Rogers

Morrell Awards

RSM MARCH 2003

ALBANY

CSM Billy Lansberry

DALLAS

CSM Diana Martinez
SFC Vernon Franklin
SSG Gary McKnight
SSG David Mulkey
SSG Chester Long

INDIANAPOLIS

SFC Yolanda Merritt
SFC Roberto Gallardo

MIAMI

SFC Reinaldo Rodriguezmerlo
SFC Gregory Gottner
SSG Daniel Roman

MILWAUKEE

SSG Charles Buchanan

MONTGOMERY

SSG Robert Buttry

PHOENIX

SFC Yolanda Ramos
SFC John Somers III
SFC William Fowler

RALEIGH

SFC Morris Ricks
SFC Kevin Bickford
SFC Thomas Brown III
SFC Carlton Sutton
SFC John Curran
SFC William Kendall
SSG Michael McPhatter
SSG Brian Keith Smith

ST. LOUIS

SFC Joe Weeams



SFC David Kirgan
SFC Kimberly Lewis
SSG James Shepherd

The Test

1. In ARISS, the new change to the Find Screen will automatically update the status of the record depending on what is recorded in the Next Action field.

- a. True, it will change the status of any record.
- b. False, it will make most of the changes, but still need to manually change a record to DEP or DTP when they enlist.

2. Does every record require the Next Action fields to be completed?

- a. Yes. A Next Action needs to be completed, no matter what you record in the results and disposition.
- b. No. If you are entering a final disposition code and terminating the record, no Next Action is required.

3. If you check the Save to Outlook box on this screen, what must also be opened to ensure this change will populate your electronic planning guide?

- a. Dialup Networking
- b. MS Outlook
- c. Netscape
- d. MS Word

4. If you check the Action Required box, once the recruiter completes this action, they can remove the check from this box.

- a. True
- b. False

5. How do you check to see if there are any unassigned records in your station?

- a. Click on the Find Now button
- b. Click on the Reassign button
- c. Click on Unassigned and then on the Find Now button
- d. Click on Unassigned and then on the Reassign button

6. The new Find Screen will afford the station commander the ability to _____.

- a. Be proficient in reassigning records
- b. Maintain the record/schedule a next action
- c. Partially review a record/ DPR on the same screen

7. The show details box on the recruiter's find screen is there for the recruiter to access the contact history of a record.

- a. True
- b. False

8. After you have reviewed your recruiters' COI/VIP record, what do you need to complete prior to exiting this record?

- a. Update the Contact History screen showing that you reviewed the record.

b. Update the COI/VIP report showing that you reviewed the record.

c. Annotate the Next Action box with the date and time that you will review the record again.

d. Select file, then save, then replicate this information to your recruiters.

9. Your recruiter has an administrative waiver that needs to be submitted on an applicant. They have completed the Waiver Information screen. Who should the recruiter select in the Forward To box?

- a. Battalion waivers analyst
- b. Company commander
- c. Station commander
- d. The approval authority for this type of waiver

10. A change in the new SCP 5 update will allow you to associate schools with applicant much faster. This function button is known as the _____.

- a. Search for school
- b. Find school now
- c. School search
- d. None of the above

11. There are five basic colors on a topographic map.

- a. True
- b. False

12. When determining distance, using a 1:50,000-scale map, 1 inch on map is compared to how many inches on a actual ground?

- a. 5 inches
- b. 150 inches
- c. 15,000 inches
- d. 50,000 inches

13. To properly zero an M16A2 rifle, you will need a 25- meter range, 18 rounds of ammunition, and a zero target of how many meters?

- a. 50 meters
- b. 150 meters
- c. 300 meters
- d. 250 meters

14. Each tick mark on a lensatic compass is equal to 5 degrees and 15 mils.

- a. True
- b. False

15. When placing a tourniquet on an injured limb, it must be placed _____ above the edge of the wound.

- a. 1-3 inches
- b. 2-4 inches
- c. 3-5 inches
- d. 2-3 inches

The answers to this month's test can be found on the inside back cover.

Mission Box

The Achievements of One that Contribute to the Success of the Team



RSM March 2003

Top Regular Army Recruiter

SSG Michael Pate Baltimore	SFC Gary Cable Nashville SSG Mark Warnock Jacksonville	SGT Jon Walker Cleveland	SSG Johnny Jara Dallas SSG Matthew Payne Kansas City SSG William Brown New Orleans	SGT Christian Marsh Seattle
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Top Army Reserve Recruiter

SFC Steven Crager Albany	SFC Dennis Wyckoff Jacksonville SFC Michael Luff Montgomery SSG Carlos Quinones Miami SSG Henry King Montgomery SSG Terry Sheppard Tampa SGT Bianca Gordon Tampa	SGT Terry Garrett Cleveland SGT Michael LaHaye Milwaukee	SSG Michael Salak Des Moines	SFC George Ybarra Jr. Phoenix
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Top Limited-Production Station

Erie Pittsburgh SFC Eric Hawes	Decatur Montgomery SFC Gerry Herron	Wyoming Great Lakes SSG Jason Gallimore	South Omaha Des Moines SFC Gary Steadman	Lynwood Seattle SSG Ralphele Reels
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Top On-Production Station

Hermitage Pittsburg SFC Bobby Farrington	Wetumpka Montgomery SFC Michael Ball	Howell Great Lakes SSG Shane Wohlfert	University Des Moines SFC Billy Blair	Yreka Portland SSG Konrad Wilson
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Top Company

Manchester New England	Charlotte Raleigh	Fort McCoy Milwaukee	Omaha Des Moines	Guam Portland
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Top Battalion

None	None	None	Kansas City	None
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Top Army Medical Department Detachment

Southeast	Florida	Great Lakes	New Orleans	Northern California
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Answers to the Test

1. b. Overview RWS Update, pg 21, Leads/Prospect to applicant
2. b. USAREC Pam 601-32, chap 6, para 6-5b
3. b. USAREC Pam 601-32, chap 6, para 6-4a
4. b. Overview RWS Update, pg 22, Action required
5. c. USAREC Pam 601-32, chap 21, para 21-2b
6. c. Overview RWS Update, pg 17, DPR Process
7. a. Overview RWS Update, pg 17, Show details
8. d. USAREC Pam 601-32, chap 19, para 19-6b
9. c. USAREC Pam 601-32, chap 12, para 12-2g
10. a. Overview RWS Update 5, pg 34, Education lead information screen
11. b. STP 21-1, SMCT, Task 071-329-1000, pg 24, para 1c
12. d. STP 21-1, SMCT, Task 071-329-1008, pg 53, para 1
13. c. STP 21-1, SMCT, Task 071-311-2030, pg 121
14. b. STP 21-1, SMCT, Task 071-329-1003, pg 46, para 1c(1)
15. b. STP 21-1, SMCT, Task 081-831-1017, pg 500, para 2b



I HELPED LIBERATE IRAQ!
I AM AN ARMY RECRUITER

As I watched the events of the war in Iraq unfold, I felt a degree of insignificance as I watched the 40-foot tall statue of Saddam Hussein topple. It got torn to pieces. His head was dragged through the streets of "Saddam City." It was a historical event, no doubt. What was my role in the liberation of this oppressed nation?

Remember the question that a befuddled imbedded reporter raised when he witnessed the selfless actions of our American military serving in Iraq. "Where do they get these kids?" When I heard the story, I swelled with pride. I found them. The "Recruiting Force" did. I feel that we all as a whole contributed to the liberation of Iraq. It's soldiers like us that provide the Army with "quality" enlistments that makes the Army the best and most efficient force in the world. That is why these brave, intelligent, and capable soldiers are able to implement a "brilliant" military strategy. That is why we are considered a hyper-power by the rest of the world. That is motivation enough for me to keep going.

Every soldier out there was influenced by one of us. We all should take pride in what our Army and our military has accomplished in such a short time. The efficiency in which this military has performed has surpassed the world's expectations. It is because of us and soldiers like us that provided our force with the "strength." We put the "hyper" in hyper-power. We should be proud of what our Army and our sister services have accomplished in Iraq. We provide the strength. "Where do they find these kids?" We find them. The Army Recruiter.

So, when you have those days or those months you just are having a bad day and you feel insignificant, just remember the success our Army is having in Iraq. That motivates me every time. Tell yourself, "I helped liberate Iraq! I am an Army Recruiter!"

-SFC Mario A. Ramirez
Beeville Station, San Antonio Battalion